

COMPLIMENTARY ISSUE!

THE SHOPPER'S GUIDE TO NEW PRODUCTS

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DIGITAL IMAGING

Canon EOS 70D DSLR

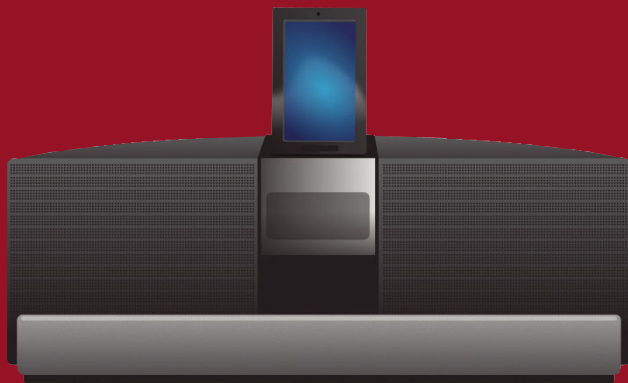


HOME THEATER

Sony ST7 HD Soundbar With Wireless Subwoofer

PORTABLE DEVICES

Get The Most Out Of Your Devices & Their Accessories



COMPUTERS & TABLETS

New Epson Home Cinema 2030 & EX7220 3LCD Projectors

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A History Of Reliable & High-Value Printers

When you invest in a Brother product, you can expect satisfaction on all levels. Take Brother's digital color and monochrome printers and all-in-ones, for instance: These compact models are suited for small office environments and their rich feature set can meet a variety of business needs. In fact, the MFC-9130CW can print high-impact color docs, plus scan and fax. Brother's laser lineup also helps keep costs low with high-yield replacement toners.

Enjoy The Flexibility Of Wireless Printing*

Productivity is practically synonymous with connectivity, and with Brother's flexible printer connectivity options—Ethernet or wireless—you can get more done every day. The four models featured above offer wireless printing from your mobile device using Brother iPrint & Scan (a free downloadable app) and Cortado Workplace. You can also print via AirPrint, Google Cloud Print, and Wi-Fi Direct on the MFC-9130CW model.

Free Support For The Life Of Your Product

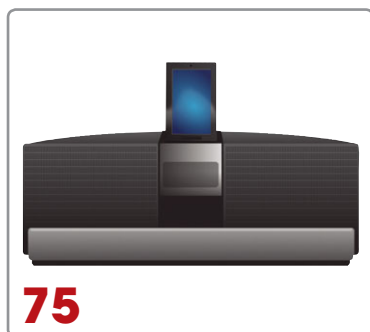
In the event that you need assistance with your printer, Brother will be at your side, thanks to free phone support for the life of your product. Whether you have a question about your printer or you need help with a technical issue, you're simply a phone call away from a support specialist. Brother's online support center also gives you timely access to driver downloads, manuals, FAQs, videos, and more.

*Requires connection to a wireless network. For more details regarding Brother™ iPrint&Scan app visit www.brother-usa.com/downloads/printing-app.aspx.

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Volume 10 Issue 9



On Our Cover

Canon EOS 70D DSLR

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Sony ST7 HD Soundbar
With Wireless Subwoofer

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Get The Most Out Of Your
Devices & Their Accessories

New Epson Home Cinema 2030 &
EX7220 3LCD Projectors

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Finally, True 7.1 Surround In A Soundbar.

Sony ST7 HD Soundbar

Delivering a 450-watt system with full-range, Dolby TrueHD sound and plug-and-play simplicity, the Sony ST7 Soundbar with Wireless Subwoofer is in an impressive category of its own. Marvel in the single bar design that's redefining what a sound bar can be.

HOME THEATER



Designed For Enjoying Movies & Music

With nine individual speaker drivers, 7 discreet amplifiers, and a wireless dual driver subwoofer, the ST7 Soundbar delivers a balanced, detailed soundscape that hits the acoustic sweet spot for everyone. Whether you love putting yourself at the center of enthralling action sequences or streaming your favorite Pandora stations through your smart TV, the ST7 can provide the ideal listening experience.

Relax, Setup Is Easy

What sets the ST7 apart from other soundbars is its flexible connection and simple operation: You can connect your HDTV to the ST7 with just one HDMI cable and use your TV remote to power on and control the volume of the soundbar. Hooking up your Blu-ray Disc player or mobile device is just as easy because the ST7 features all inputs you need. Alternatively, you can pair your NFC-enabled device with the ST7 by touching them together one time.

Listen To All Your Music Wirelessly

There's no reason you can't take advantage of the ST7's capabilities to listen to your personal music collection—the same collection you take everywhere on your smartphone or tablet. Once you pair your Android or iOS device via Bluetooth with the ST7, the sound bar will automatically turn on and start to stream music from your mobile device without any additional steps or the need to turn on other components.

Get A TV That Keeps Up With The Action

TV Refresh Rates

An HDTV's refresh rate can affect how smoothly objects appear to move onscreen. But what exactly is a refresh rate, and why do certain types of TVs have higher ones than others? Read on before you shop for your next HDTV.

HOME THEATER

A 60Hz LCD or LED TV may exhibit motion blur when there are fast-moving objects or camera panning onscreen.



LCD & LED: Check The Specs

Technically, a TV's refresh rate tells you how many times per second it re-draws the picture on its screen. For example, an LCD or LED TV with a 60Hz rate refreshes its screen 60 times each second. That may sound like a lot, but a 60Hz TV set may exhibit motion blur and judder when there are fast-moving objects or camera panning in the movie or TV show you're watching. Motion blur makes details less sharp, while judder makes the scene "jump" in a jerky fashion. To help combat this, TV manufacturers make 120Hz and even 240Hz LED and LCD sets. These higher refresh rates update the screen more often, and also better support the 24fps frame rate of movies. Many LCD/LEDs also feature other motion-smoothing technologies.

Plasma & OLED: No Worries

Plasma TVs use a very different display technology to make a picture than do LCDs and LEDs. This allows plasma sets to refresh their screens at a standard 600Hz. That's a whopping 10 times faster than entry-level LCD and LED TVs' refresh rates. Because plasmas redraw their picture at such an extremely high rate, they add virtually no motion blur to the scene. This lets details such as airport signs and sports arena ads look as crisp (or blurry!) as they do in the source video or film.

Note that OLED, the newest HDTV technology, also has the potential for very high refresh rates. Time will tell if OLEDs make motion blur a thing of the past.

How To Get Big Sound In A Small Space

Soundbar Synergy

Your flat-panel HDTV is a streamlined device that can really impress, so why not pair it with a slim soundbar? This sleek speaker bar simulates surround sound from a single unit. A soundbar is easy to set up, and it's a great choice for an oddly shaped or small room.

HOME THEATER



From One, Many

A soundbar looks like an unusually long speaker unit. It's intended to lie horizontally just below or above your HDTV screen. Inside a soundbar cabinet is an array of left, right, and center speakers. Using techniques such as reflecting off your walls, a soundbar can vividly simulate surround sound. In fact, in most cases, it can fool your ears into "hearing" side and rear speakers that aren't there. Many soundbars come with a wired or wireless subwoofer for deep bass.

Zero-Hassle Setup

It's really easy to install a soundbar, especially when you compare it to a traditional, multi-speaker surround-sound system. Connect one or two cables, and you're done. Because a soundbar doesn't require rear or side speakers, you won't need to string speaker wires across your room, tuck them under your baseboards, or route them through your walls. And speaking of your walls, you won't need to drill holes around the room to mount multiple speakers.

Make Any Room An HT

Some rooms just aren't good candidates for a traditional surround-sound setup, which works best when you place its four or six satellite speakers the same distance from your seat. If your home theater is irregularly shaped, or if there's a wall or staircase behind your sofa, it could be difficult to mount surround speakers for optimal audio. A soundbar doesn't have this disadvantage—it can simulate multichannel audio convincingly in most types of rooms.

A Home Theater Helps You Rock Your Games

Whether you're dodging bad guys in the desert, racing for the finish line, or simply lining up a chip shot, gaming is meant to be a sensory experience. Enhance your home theater with the right components, and you'll turbocharge your gameplay.

HOME THEATER

Enhance your home theater with the right components, and you'll turbocharge your gameplay.



Get In The Game

Create a more exciting gaming environment by playing on a big screen.

- Add lifelike scale to every game with a big TV or projector screen.
- Make it easy for a large group of players to see a clear picture with a TV that has a wide viewing angle.
- Put on 3D eyewear to play thrilling, three-dimensional games with your compatible TV or projector.

Organize Accessories

Well-designed gaming furniture can keep your gear uncluttered.

- Use a universal storage mount to rack up games and controllers, as well as guitars, steering wheels, gun attachments, and other accessories.
- Organize items for your game console in racks and shelving systems.
- Stow accessories in gaming chairs that include compartments.

Feel Every Sound

Gaming action can sound amazing through surround sound speakers.

- Throw yourself into the game world with a 5.1- or 7.1-channel audio system.
- Feel the thumping beats in sports and action games with a subwoofer.
- Free up more room for motion gaming by mounting your speakers on your walls.

Surround-Sound: DTS, Dolby, & More

Audio Formats

Every DVD and Blu-ray movie offers one or more sound formats, so you can choose the best-sounding option for your disc player or HT audio setup. Read on to learn about common surround-sound disc formats and how they impact your entertainment experience.

HOME THEATER

Every DVD and Blu-ray movie offers one or more sound formats, so you can choose the best-sounding option.



DVD Formats: Decent Audio

By default, most movie DVDs play a 5.1-channel (five speakers plus the “.1” subwoofer) Dolby Digital sound mix. However, you can usually access the disc’s audio setup menu to choose other sound format options, such as 5.1 DTS (Digital Theater System) or 2-channel (stereo) Dolby.

Dolby Digital 5.1, also known as AC3, can sound good to great. However, DTS sometimes provides richer sound partly due to its higher encoding bit rates (in Kbps). Variations on these formats with “EX” or “ES” suffixes include 6.1- or 7.1- channel audio for six or seven surround speakers, respectively.

Blu-ray: The Best Aural Formats

Blu-ray Discs can store five or more times as much data as DVDs, which makes room for new high-def audio formats. You’ll often find the old standbys Dolby Digital and DTS on BD. However, you’ll also discover better-sounding formats with improved compression (digital compaction to save disc space), such as Dolby Digital Plus. Some discs even include high-end formats that are lossless (compressed without losing audio information), such as DTS-HD Master Audio and Dolby TrueHD. These can sound fantastic, although not all players and receivers can decode them. Finally, music and concert discs sometimes have soundtracks in the uncompressed LPCM (linear pulse-code modulation) or PCM formats.

Power Accessories With Green Technology

Energy Savers

Home theater equipment, like many electronic devices, often continues to sip power even when it's turned off. By adding power accessories with energy-saving technology to your setup, you can cut off electricity to these "energy vampires" and save money.

HOME THEATER

Many energy-conserving power strips also provide your electronic components with surge protection.



Stop An Electrical Money Leak

If your home theater is nickel-and-diming your electric bill even when you're not watching anything, it's time to replace your power accessory with an energy-saving model. Turn off an HT device, and a "green" power strip will make sure that it doesn't continue to siphon electricity from your wall outlet. Some power-saving units automatically detect when you turn off a primary device. For example, when you shut down your HDTV, the power strip will then shut off power to all of the other devices plugged into it, such as your BD player, A/V receiver, and game console. Also, some units can tell you on a display how much energy each device uses, such as in wattage. Certain models even have outlets you can turn on or off by remote.

Green Power Accessory Options

Many energy-conserving power strips also provide your electronic components with surge protection. These come with a rating, such as 1,100 joules, which tells you how big a power spike or surge each model can absorb while keeping excess energy from reaching your home theater devices (the higher the number, the better). Some surge suppressors can also protect data, TV, or phone cables, too. Bear in mind that you should replace your surge protector every few years or after any power spike that triggers its protection mechanism.

Some energy-saving devices are power conditioners. Besides shutting off power drainage, these ensure that electrical noise doesn't degrade your home theater's audio and video.

Why It's Smart To Buy HT Devices In A Store

Shop In Person

Certain things are just better to shop for in a real, bricks-and-mortar store. Home theater devices are definitely on this list. Besides the fact that a store has helpful staff to answer your questions, there are many other practical reasons to shop in the real world.

HOME THEATER

An electronics store gives you an opportunity to see a TV's picture first-hand—especially the new OLED and 4K sets.



HDTVs

You'll spend many hours gazing at your new HDTV, so you'd better be happy with its picture quality before you buy it. An electronics store gives you an opportunity to see a TV's picture first-hand—especially the new OLED and 4K sets. Moreover, buying locally reduces the chance of damage to the TV on its way to your home.

Speaker Systems

Like a TV, a sound system is another part of your home theater you should try before you buy. An electronics store may let you hear how different speakers sound, as good audio quality is somewhat subjective. You'll also get a feel for how large a subwoofer or floorstanding speaker will seem once you get it home.

Headphones

Comfort is crucial in a pair of home theater headphones, as you'll probably be wearing them for a few hours at a time. As you try on various headphones for fit, you can also get a feel for each pair's sound quality. For wireless 'phones, make sure that their audio doesn't suffer from outside interference.

Other Reasons

The most obvious benefit to shopping locally is the fact that you can often take your purchase home right away instead of waiting for a shipment. Also, more and more states are requiring online retailers to collect sales tax. Add in shipping charges, and buying online may no longer be the money-saving option it once was.

Standard vs. High-Speed

The Right HDMI Cable

An HDMI cable carries high-def video and audio between your home theater devices, such as your HDTV and your A/V receiver. However, you need to pay attention to the speed of an HDMI cable before you buy it. Here's what to look for.

HOME THEATER

High-speed HDMI cables are ready for advanced video technologies such as the new 4K Ultra HD resolution.



Standard HDMI Cables

Your Blu-ray player and other devices can generate incredible high-resolution images, and certainly your HDTV can render those images to perfection. But if you don't have the appropriate cables connecting your components, you're not seeing the best picture that your equipment has to offer. A standard HDMI cable can transmit data at up to 2.25Gbps, which can support video resolutions up to 1080i. This means that a standard cable won't have any problems sending 720p or 1080i HD video signals and decent audio from your source devices to your HDTV. That said, a standard HDMI cable won't be able to handle the full picture and sound quality of Blu-ray, namely 1080p video, 3D, and uncompressed HD audio.

High-Speed HDMI Cables

High-speed HDMI cables can transmit video at 10.2Gbps or higher, which is more than four times as fast as standard-speed cables. Those higher speeds are plenty fast enough to support resolutions up to 1080p HD and beyond. If you intend to watch 3D content, that too requires a high-speed HDMI cable, because 3D video can involve sending double the data each second to your HDTV. High-speed cables also support top-quality HD audio, including uncompressed formats such as DTS-HD Master Audio, Dolby TrueHD, and LPCM. Finally, high-speed HDMI cables are ready for advanced video technologies such as Deep Color and the new 4K (Ultra HD) resolution, which has four times the picture detail of 1080p Full HD.

Step Up To An Incredible Level Of Detail

4K Ultra HD Is Here

HDTV revolutionized the world with sharper picture detail, a wider screen, and larger screen sizes than old standard-definition TV. Now, with 4K Ultra HD home theater video quality, history is about to repeat itself.

HOME THEATER



4K Makes It Sharper

With a 4K Ultra HD TV, you can enjoy digital cinema entertainment that's clearer and more lifelike. The new video standard has four times the level of detail (3,840 x 2,160 pixels) as regular 1080p HD (1,920 x 1,080). 4K is perfectly suited to today's larger TV screen sizes to assure you of a dazzling visual experience. You'll see your favorite movies, sports, digital photos, and other content with more crystal-clear detail than ever before.

Upscale Your Faves

As more and more 4K content emerges, your Ultra HD entertainment opportunities are multiplying. Epic adventures, sci-fi movies, and nature documentaries—not to mention the big game!—all look sharper in ultra-high resolution.

4K Ultra HD TVs and Blu-ray players can even upscale your existing collection of DVDs, Blu-ray Discs, home movies, TV shows, and other video to the 8 million-pixel screen.

Get Native 4K Content

Once you've seen the breathtaking picture quality of 4K for yourself, you'll want to bring home your very own Ultra HD TV.

One option for feeding your new set with native 4K movie content is an Ultra HD networked media player. Route it to your TV through a 4K passthrough AV receiver, using 4K-compatible HDMI cables, and you're on your way to stunningly high-def visuals.

Giant Entertainment Without A Giant Price

Projector Possibilities

A home theater projector can give you a huge picture at a much lower cost than a massive HDTV. A big screen is great for movies, naturally, but also for other forms of entertainment, too. Below are some examples of uses for a well-connected projector.

HOME THEATER

Some models can project a picture that's 12 times larger than a 40-inch HDTV.



Cable Or Satellite

An alternative to big-screen HDTVs, projectors are ideal for watching your cable or satellite TV programming in bigger-than-life HD. Some models can project a picture that's 12X larger than a 40-inch HDTV, letting you transform your favorite TV shows and sports into cinematic events.

Computers

Projectors that offer a PC input can expand your entertainment options beyond what you currently enjoy. Everyone can gather in the living room to watch family home movies, school projects, and slideshows that are stored on your computer. What's more, any Internet content will also be at your disposal.

Game Consoles

Hook up your game console to your projector, and you can immerse yourself in another world. No matter the game genre, every member of the family will get a kick out of a mega-sized gaming experience. And with a projector that has a high brightness rating, such as 2,000 lumens, you won't even need to darken the room.

Portable Devices

You can make the most of your media-packed portable devices, such as your smartphone, tablet, or laptop, with a projector that sports a compatible dock or input. Rather than be limited by a device's small screen, you can simply connect, project, and select the media you want to play using your device or the projector's remote control.

New HT Projectors Give You A Seriously Big Screen

Epson Projects Power

When an HDTV just won't be big enough, consider a more cinematic solution. Bright, new home theater projectors from Epson can give you up to a 300-inch picture for movies, games, TV, and more. That's about 25 times the size of a 60-inch HDTV.

HOME THEATER

EPSON®
EXCEED YOUR VISION



Epson PowerLite Home Cinema 2030
2D/3D 1080p 3LCD Projector

SKU: 1014134 | www.epson.com

Epson PowerLite Home Cinema 730HD
720p 3LCD Projector

SKU: 9957819

Full HD 1080p 2D/3D Performance At A Remarkable Value

Talk about a dramatic change: This is the smallest, least expensive 1080p projector ever from Epson. The new PowerLite Home Cinema 2030 is extremely bright, so you'll never have to shut the blinds to enjoy a movie. The 2030 likewise gives you a brighter 3D experience (RF 3D eye-wear sold separately). It's speedy enough for gaming, and you can adjust all aspects of the 2030's color, as with other Epson models. Amazingly, this cinema-quality projector is also portable with a built-in speaker and an easy setup that's practically "turn it on and plug in a video source." And its new MHL-enabled HDMI port lets you connect Android, Roku, and other devices.

The New 730HD: A Bright, Widescreen Experience For The Whole Family

The PowerLite Home Cinema 730HD improves upon Epson's previous 710HD with a better contrast ratio and much more. As a home theater projector, the 730HD gives you tremendous bang for the buck. You'll feast your eyes on its 720p HD resolution and super-bright 3000 lumens of both color and white brightness. What's more, the 730HD is easy to use as a portable projector, too. Its simple setup includes automatic adjustment to the screen (keystone and horizontal slide), and it has its own speaker built in.

On the higher end, Epson also offers the PowerLite Home Cinema 3020 and 8350, both 3D 1080p 3LCD projectors.

On-Demand Video & Music From The Web

Streaming Media

Home theater connectivity goes beyond the devices you hook up to your HDTV. By supplementing your cable, satellite, or over-the-air programming with what's available via the Web, there's almost no limit to what you can watch, stream, and download.

HOME THEATER

There's almost no limit to what you can watch, stream, and download.



Get Instant Entertainment

- A Web-capable TV, game console, or other device can stream media over Wi-Fi or Ethernet.
- Using apps, you can enjoy Internet video and music, plus news, weather, and social media.
- Some HDTVs and consoles include a full Web browser that's similar to what you'd use on your PC. This lets you access more online content than their apps provide.

Make The Most Of Apps

- Not all Web-connected devices offer the same apps, but there's a wide variety to suit your needs.
- Popular media services such as Netflix and Hulu Plus are available on most connected products, but you may need a subscription or pay to watch content.
- Download other apps to connect to podcasts, Web videos, games, flight information, and Internet radio.

Sound Streamers

- Some home theater audio systems' A/V receiver can connect to satellite or HD radio.
- Listen to any song at any time through your HT speakers with a system that supports Internet radio stations or streaming services.
- Select home theater audio systems can also stream Web videos to your HDTV using pre-installed apps.

Make The Most Of Your HT Projector

Screens & Mounts

You'll get theater-sized thrills from the big picture of an HT projector. Here's a look at some necessities that can help you get the best home cinema experience with the least amount of hassle.

HOME THEATER



Screen It

A widescreen projector screen will give you a brighter, more detailed picture than you'll get from a bare wall. The reflective surface of the screen will accurately display your projector's color and resolution. The size of your screen, measured diagonally, should depend on the amount of wall space you have, as well as the maximum size of the projector's image. You'll find fixed frame models for home theater use, as well as pull-down and motorized screens.

Mount Up

Sometimes, the best place to put your home theater projector is on the ceiling. Properly mounted, a ceiling projector will have a straight line of sight to the screen with less chance of a passerby blocking the picture. Look for a high-quality ceiling mount that fits your projector and allows you to adjust it in various directions. It's best to let a pro do the installation, however, because the projector will need power and A/V connections.

Make The Connection

No matter where you mount your projector, you'll have to feed it video from your Blu-ray player, game console, cable/satellite box, and so on. A centralized source for each type of video is your A/V receiver or HDMI switcher, if you have one. That said, you don't necessarily have to run a long HDMI cable to your projector—you can use a wireless HD system to make the connection easy. Just add a transmitter to your HT gear and a receiver to your projector.

A Large Screen Puts The 'Theater' in Home Theater

Big TV Advantages

The most obvious advantage of a bigger TV—one with a 60-inch or larger screen size—is the fact that it's, well, big. We'd all love our entertainment to be bigger than life, and for good reasons. Below we cover some of the most compelling ones.

HOME THEATER



Upgrade To 4K

HDTVs with big screens now have a new way to wow you—with the increased sharpness and clarity of 4K Ultra HD. Packing four times the number of pixels (picture elements) of regular 1080p HD, a 4K TV can display unparalleled detail. And at the moment, 4K only comes in bigger screen sizes.

Enjoy It In 3D

The best way to enjoy 3D entertainment is with a big TV. Not only does a large screen have an undeniable presence, but it's also best for your field of vision. Sitting in front of a big 3D HDTV will dominate your view like a movie theater screen. With no prominent screen boundaries, 3D media will take you to a new level of immersion.

Smart TV Features

Smart TV features use Internet connectivity to go beyond what you thought a TV could do. Consider instant connections to your favorite video streaming services and social networking sites, right from your couch. Stream your own music and movies straight from your PC, or even surf the Web on the same, big screen.

Simply In Awe

Fantasy armies clash on horseback, and those horses look life-sized. Lasers sizzle across space in colossal, sci-fi battle. Sports and racing are so in-your-face that you forget that you're sitting in your living room. Imagine the fun of immersing your family in motion gaming with a monster screen and a surround-sound system.

Smart HT Devices Bring Home The Fun

Use Apps On Your TV

Sights, sounds, and social interaction—that's what you can find with a smart HT device and a broadband connection. A smart TV, Blu-ray player, HTPC, or other device may come with (or let you download) popular apps such as the ones below.

HOME THEATER

Various smart HT devices may support services such as:



Sights, sounds, and social interaction—that's what you can find with a smart home theater device.



Netflix

Tap into this popular subscription service for thousands of streaming, full-length HD movies, TV series, and kids' shows.

YouTube

From the latest viral videos to how-to tutorials, and from documentaries to musical performances, YouTube has it.

Pandora Radio

Internet radio attuned to your personal taste. Enter a favorite song or artist, and Pandora will stream similar music to you.

Facebook

Keep in touch with friends and family members through Facebook. Post status updates, share your pics, and send private messages.

Twitter

Follow your favorite artists, public figures, and breaking news sources. Post brief "tweets" to your own followers.

Skype

With a Web cam/microphone accessory, usually sold separately, you can turn your TV into a futuristic video phone.

Great Audio Intensifies Your HDTV Enjoyment

Budget For Sound

There's no question that a home theater audio system can engage you in your movies and sports in ways that your TV's integrated speakers never could. Here's what you can expect to get for your money at different price levels.

HOME THEATER



High-End Equipment

The best surround-sound systems bring you the state of the art in home theater technology. From the World Wide Web to satellites up in space, they deliver unlimited entertainment.

- Full-range, high-quality speakers
- Internet video/audio, satellite radio
- 9.2- or 7.2-channel audio support with extra surround speakers and/or a second subwoofer

Mid-Priced Audio

At the medium price level, you can purchase an audio system along the following lines.

- A typical HTiB (home theater in a box) with either 5.1-channel or 7.1-channel surround sound
- Features such as 4K video support and/or MP3 player docking
- A soundbar for simulated surround sound and very easy setup

Low-Cost Sound

Entry-level audio options may be modestly priced, but they can give you better sound than your TV speakers.

- A 2.1-channel stereo setup with a subwoofer for deep bass
- An entry-level, basic 5.1-channel surround sound system with a center channel speaker for clearer dialogue
- Wireless streaming to/from compatible speakers and devices

What's The Difference?

HDTV Screen Types

To pinpoint the best type of HDTV for your needs, it helps to know a little bit about the ways they create such beautiful images. Here's a look at each screen technology's strengths and suitabilities.

HOME THEATER



OLED TVs

This new type of TV display technology uses light-emitting diodes containing carbon, oxygen, and other organic elements.

- Can offer 4K Ultra HD resolution
- Can display the most colors
- High brightness and amazingly clear dark detail (high contrast)
- Very thin and lightweight
- Consume less power than other types of TVs

LED TVs

An LED TV is actually a type of LCD (liquid-crystal display). Instead of a fluorescent backlight, however, its light comes from LEDs either behind the screen (full-array or full-matrix) or around it (edge-lit).

- Available in 4K Ultra HD
- Use less electricity than most TVs
- Can be thinner than most TVs
- Great dark details in models with local dimming

Plasma/LCD TVs

Plasma TVs electrically charge small cells that contain ionized gas. Plasmas are known for deep black colors, smooth onscreen motion, and cost-efficient large screen sizes.

LCD TVs are similar to computer screens, but they're bigger and easier to view at an angle. LCDs are inexpensive, and they consume a little less power than plasma TVs.

Get The High Picture Quality You Paid For

Calibrate Your HDTV

Retail stores may tweak HDTVs' video settings to look their best in a bright, fluorescent-lit environment. Because your home theater's lighting is probably quite different, you need your HDTV professionally calibrated to match its unique setting.

HOME THEATER

With proper calibration to your room's lighting, your HDTV's on-screen images will look more true to life.



Why Have Your TV Calibrated?

- With proper calibration to your room's lighting, the quality of your HDTV's on-screen images will look more true to life. Notably, skin tones and snow scenes won't appear off-color.
- Your TV's contrast will yield brighter whites and darker blacks, letting you see details you wouldn't have noticed before.
- Cable management—which is a part of the professional calibration service—tidies up your home theater setup and makes it easy to identify cable inputs and outputs.

Here's What Will Happen:

- An ISF-certified installer will visit your home and optimize your HDTV's video settings so you can enjoy HD content the way it's intended to look.
- Using professional calibration tools, the installer will adjust video settings to meet ISF standards on two different source inputs.
- To straighten up your home theater's appearance, the installer will dress all cables and wires behind your HDTV.
- The installer can even explain to you any special features or capabilities of your HDTV's remote control.

You've Got To See These In Person

OLED TVs

One thing you simply must see in a store to appreciate is a new OLED TV. The technology, finally available in popular screen sizes, produces a bold, true-to-life picture in a thin, beautiful package.

HOME THEATER

Unlike other TV technologies, OLEDs can produce every color in the visible light spectrum.



Simply Amazing Picture Quality

Unlike other TV technologies, OLEDs can produce every color in the visible light spectrum. They're also known for their excellent brightness and contrast (dark details look clear on an OLED screen).

As a result, OLED TVs can have picture quality that's extremely lifelike.

Smooth Motion & Fine Detail

OLED TVs have fast refresh rates, which helps to make onscreen motion blur-free. They also have a very wide viewing angle, so you can see a great picture from anywhere in the room. Some OLEDs even come with 4K Ultra HD resolution for the ultimate home theater experience.

A Light & Airy Presence

An OLED TV can have a very thin screen panel—even thinner than an LED TV. Some early models even feature an artistically curved screen.

OLEDs may also be light in weight and easy to mount on a wall. What's more, they're incredibly energy-efficient.

How OLED TVs Work

Organic light-emitting diode TVs are bigger versions of the colorful screens found in top smartphones. Their LEDs are called "organic" because they contain elements such as carbon, oxygen, nitrogen, and hydrogen. OLEDs glow brightly, so they don't need a backlight.

The Broad Range Of TV Features

Get The Right HDTV

The phrase “you get what you pay for” rings true when you’re shopping for an HDTV. There are plenty of capabilities you may find to be worth a little extra investment. Here’s a look at typical high-end, mid-range, and entry-level features.

HOME THEATER

There are plenty of capabilities worth a little extra investment, such as 4K Ultra HD resolution or OLED.



Top TVs

- High-end TVs may have 4K Ultra HD resolution—four times the detail of regular HD 1080p
- Smart TV apps for online movies, music, social networking, and more
- 65-inch or larger screens; memory card and USB drive support
- Advanced video technologies such as OLED for lifelike color or LED local dimming for higher contrast

Mid-Level Models

- Mid-range TVs may offer built-in or downloadable apps and full Web browsing over Wi-Fi or an Ethernet network cable
- At mid-level prices, you can buy an LED TV with edge backlighting and a 120 or 240Hz screen refresh rate
- May have enough 1080p inputs to connect a few components, such as a disc player, game console, and set-top box

Entry-Level Entertainment

- Low-cost TVs may have 40-inch or smaller screens and 720p resolution
- They don’t offer smart TV apps, 3D, or high LCD/LED refresh rates
- Included video technologies are good, but they don’t match the advanced performance of high-end TVs
- LCD and certain plasma TVs can be inexpensive, although they may use more energy than an OLED or LED

HOME THEATER ACCESSORY



Protect Your Home Theater Investment

Surge Protectors & Power Conditioners

With a surge protector, you can guard your home theater devices from damage caused by electrical fluctuations. Further, a power conditioner will filter out “dirty power” (also known as electrical interference) that can degrade your audio and video.

Perfect For: Anyone who wants to safeguard their HDTV, sound system, game console, DVR, set-top box, Blu-ray Disc player, or home theater PC from power damage.

HOME THEATER ACCESSORY



Make It Easy To Control Your Home Theater

Universal Remotes

A universal remote lets you put all your other remotes away. Rather than rely on multiple remote controls to take command of your various home theater devices, you can streamline your setup with one remote to control them all.

Perfect For: Anyone who wants to enjoy the entertainment potential of a home theater, but doesn't need the complexity or confusion of two or more remotes to run an HDTV, set-top box, Blu-ray Disc player, and so on.

HOME THEATER ACCESSORY



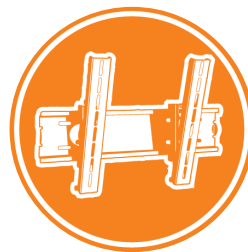
Experience The Excitement Of HD Video & Audio

Blu-ray Disc Players

A Blu-ray Disc player not only plays Blu-ray movies in stunning Full HD 1080p resolution, it also upconverts your DVDs to look great on your HDTV screen. Many models can stream online video from YouTube, Netflix, Best Buy CinemaNow, and other Web services.

Perfect For: Movie buffs seeking to replace their old DVD players and enjoy the visual and audible thrills of HD entertainment.

HOME THEATER ACCESSORY



Hang Your TV On The Wall For Viewing Flexibility

Wall Mounts

One of the attractions of a flat-panel HDTV is the fact that you can hang it on your wall. With a wall mount, you may be able to tilt your TV for an optimum viewing angle, get rid of your old TV stand or entertainment center, and reclaim some floor space.

Perfect For: Flat-panel TV owners who would like to take advantage of the modern home theater layout possibilities that a thin HDTV provides.

Cover The Basics

Creating the ideal home theater isn't a complicated process when you already know the answers to your biggest questions. In that vein, here's some information about home theater products and technologies that should help you make informed decisions.

HOME THEATER



What are the advantages of a 4K TV?

A 4K Ultra HD TV has four times the number of pixels (picture elements) as a 1080p HDTV. The more pixels, the finer the detail the screen can display. 4K TVs can upscale your existing movies, TV shows, sports, and photos, but more and more content in amazingly crisp native 4K is being released.

What do I need to connect my Internet-capable TV and other smart devices to the Web?

You need broadband service, a good router—preferably one with Gigabit Ethernet and Wi-Fi AC or N support—and possibly Wi-Fi or Ethernet adapters for your Internet-ready HT components. Use Ethernet cable, Wi-Fi, or a powerline kit to connect devices to the router.



What's so great about an OLED TV?

This new type of TV—available in 1080p and 4K resolutions—gives you the advantages of both plasma and LED TVs in a thin, energy-efficient display. Light in weight (and sometimes with a curved screen), an OLED gives you the best color reproduction, blur-free motion, and exquisite detail in dark parts of the picture. As prices fall, OLED will be tough to beat.

What does a surround-sound system include?

Home theater sound systems generally include an A/V receiver, which sends audio to the speakers and your choice of video source to the TV. Typically, they also come with a subwoofer for rich bass, a center channel speaker to emphasize dialogue, and a number of satellite (surround) speakers you can mount around the room. You can buy each component separately, or get a package deal with an HTiB (home theater in a box). Full-range speakers will produce the best sound.



What do speaker system numbers such as 5.1 and 7.1 mean?

These numbers describe the number of speakers (channels) the system supports, as in 5.1- or 7.1-channel. The “.1” part indicates one subwoofer, while the “5” or “7” represents the even number of satellite speakers plus the single center channel unit.

Glossary

Home Theater

Don't let unfamiliar jargon keep you from the thrills and excitement of your very own home theater. Before you shop, glance through this handy glossary for definitions of common terms.

HOME THEATER

#

4K

A new, Ultra High-Definition video format with four times the detail of Full HD 1080p. 4K typically has a resolution of 3,840 x 2,160 pixels.

5.1/7.1-channel

These describe the number of speakers in a surround sound system. A 5.1 setup, for example, has four satellites (surround speakers), a center channel, and a subwoofer (.1).

720p/1080i/1080p

These high-definition video formats are named for the height of the picture, namely 720 (1,280 x 720 pixels) and 1,080 (1,920 x 1,080).

A

A/V receiver

An audio amplifier that powers speakers and also acts as a video switch to select the source device shown on your TV.

aspect ratio

How wide a TV screen is compared to its height. HDTVs typically have a 16:9 aspect ratio, such as 1,920 x 1,080 pixels, to accommodate the wide aspect ratios of movies.

D

Dolby/DTS

Blu-ray discs and DVDs use audio formats from Dolby and DTS.

H

HDMI

The High-Definition Multimedia Interface is a type of cable connection that can carry both HD video and multichannel audio between your HDTV, receiver, and other components.

L

LED, LCD

A liquid-crystal display TV uses an electrically sensitive gel to regulate subpixels of color in front of a backlight. Inexpensive LCDs use fluorescent lamps, while LED sets employ brighter, more energy-efficient, white light-emitting diodes for a backlight.

O

OLED

This new type of 4K or 1080p TV can combine the best attributes of LED and plasma. It uses special LEDs made with organic elements (such

as carbon and nitrogen) to produce all the colors in the visible spectrum. However, the OLEDs form the actual pixels of the picture, like a plasma's gas capsules, instead of solely acting as backlighting as in an LED TV. OLEDs can excel in color, brightness, contrast, thinness, energy efficiency, and viewing angle.

P

plasma

Plasma TVs use tiny capsules of gas for each pixel, and electricity makes each capsule glow. Plasmas create very deep, dark colors (high contrast), in which black parts of the picture look truly black instead of gray.

S

smart device

A smart TV (or receiver, or game console, or Blu-ray player) can go online, such as to stream video.

U

Ultra HD

Another name for 4K video. UHD is intended to maintain incredible picture detail even on larger HDTV and projector screen sizes.

Meet the New Game-Changer

Canon EOS 70D

Until now, digital cameras haven't quite been able to replace your camcorder. But the Canon EOS 70D, with its revolutionary new Dual Pixel CMOS AF, makes DSLR video recording a whole new ball game.

DIGITAL IMAGING

Canon

Canon® EOS 70D DSLR with
EF-S 18-135mm f/3.5-5.6 IS
STM Lens

SKU: 8896132

www.canoneos.com



This DSLR Also Shoots Great Video

The EOS 70D enables you to shoot Full HD video like a camcorder, thanks to a smooth, fast, accurate auto focus feature. The secret is Dual Pixel CMOS AF—a first for EOS cameras. This revolutionary technology uses two photo diodes per pixel to speed up auto focus tremendously during video and still shots in Live View (using the LCD as a viewfinder). Dual Pixel CMOS AF works with 103 Canon EF/EF-S lenses*.

Built-in Wi-Fi®

The Canon EOS 70D can automatically send your photos and video to the devices and sites you prefer. Using the built-in Wi-Fi®, the camera can upload shots to your social networking sites, back up new video to your PC, print wirelessly on a PictBridge-certified printer, and more. You can even use your smartphone as a remote control to snap photos or start recording video. Simply download and install the EOS Remote app for iOS or Android.

Canon EOS 70D Specs

You'll love this new DSLR's:

- 20.2MP, APS-C image sensor
- DIGIC 5+ image processor
- 3-inch Vari-angle Touch Screen Clear View LCD monitor II—turn and tilt it to help you compose any shot
- up to 7.0 fps continuous shooting
- 1080p video; continuous autofocus

*As of July 2, 2013.

See What You're Shooting With Camera Displays

The invention of the camera display—that little video monitor on the back of your camera—is one of the most welcome innovations in all of digital photography. There are various types to choose from, and each delivers useful and unique benefits.

DIGITAL IMAGING

Touchscreens can eliminate the need for menu navigation buttons on the back of a camera, allowing the display itself to be larger.



LCD & OLED

Two of the most common types of displays are LCD (liquid-crystal display) and OLED (organic light-emitting diode); the former is the more common of the two. OLEDs offer better black levels and contrast as well as a better viewing angle. They also tend to add cost to a camera, so cameras with LCDs are usually less expensive.

Touchscreen

These days touchscreens are common on many devices, including some digital cameras. Touchscreens can eliminate the need for menu navigation buttons on the back of a camera, thus allowing the display itself to be larger. Some cameras even enable on-screen actions such as cropping, so you can quickly edit your shots.

Tilt & Swivel

Commonly found on handheld digital camcorders, the tilt and swivel display has made its way to some digital cameras. Select models can tilt their display 45 or more degrees, rotate out 180 degrees from the camera body, and even twist and flip so you can see yourself as you take a self-portrait.

3D

Yes, certain cameras have 3D camera displays. A 3D model has a pair of lenses that function in a similar way to our human binocular vision—they take images from slightly different angles simultaneously, and the camera combines them to form a 3D image. A camera's display can use the same technique so you can view 3D snapshots.

Wireless Cameras Built For Easy Web Sharing

By selecting a camera with wireless features, you can streamline the process of editing, uploading, and sharing your photos with friends and family. Here's a look at what some of those features are and how they can benefit you.

DIGITAL IMAGING

A camera with wireless features streamlines the process of editing, uploading, and sharing your photos.



Tag & Organize

After you snap a group of pictures, some cameras let you use built-in tools to tag the shots you'd like to share online later. Certain models also let you categorize your images into different folders, right there on the camera. When you're done, you're ready to connect your camera to your computer for the transfer process.

Auto Upload

Plug your Web-friendly camera into your PC's USB port, and its automatic transfer features can kick in. Depending on its capabilities, it may automatically upload your pics to your Facebook, Flickr, Picasa, or other account, and/or copy your images to your computer in the folders you specified on the camera.

Share Wirelessly

Some digital cameras let you skip your PC altogether. These models can use Wi-Fi and/or Bluetooth to let you wirelessly share your photos and videos directly from your camera. Features vary, but different models can wirelessly send your files to social networking sites, email addresses, your phone, your computer, and more.

Edit & Format

Many cameras let you remove red-eye and do other light editing such as cropping, but some models empower you with even more advanced tools. For instance, some digicams let you adjust the aspect ratio (height/width) of images to meet the upload requirements of blogs or social networking Web sites.

Get The Editing Tools You Need In One Package

Media Software

Whether you want to spruce up special moments, create art, or tell stories, photo- and video-editing software gives you the tools to transform your media files into a variety of creative projects. Some apps even help you organize the images you capture.

DIGITAL IMAGING

Photo- and video-editing software gives you the tools to transform your media files into a variety of creative projects.



Edit For Perfection

Basic photo-editing programs can correct color, reduce red-eye, and resize images, while more advanced titles include tools to fine tune almost any aspect of an image. Video-editing software lets you cut and rearrange video clips, add transitions and titles, and output your project as a format suitable for disc, Web, or mobile devices.

If you want to edit both photos and video, look for software that can handle either type of media.

Organize Your Media

Your digital library can grow exponentially when you add images from important events, such as a family reunion. To simplify the process of uploading hundreds of images to your computer, many editing programs will let you preview shots so you can tag and name them quickly. This can help you easily find the images you're looking for in the future. Many media organization programs can also sort files by date and create dedicated folders and albums.

Create Something New

Calendars, slideshows, greeting cards, albums, and brochures—the project options for your captured memories are practically limitless with media editing software. You can share digital projects online, and many media suites offer built-in features to upload files to social networking and media Web sites such as Facebook, YouTube, or Picasa. Finally, you can often export your results as files that you can view and share on mobile devices, such as tablets and smartphones.

Do More With Your Photos With An **All-In-One Printer**

It's no longer necessary to have a dedicated photo printer to create prints at home. These days, you can rely on an all-in-one printer to tackle your everyday document and photo printing needs. Some can even produce results similar to what you'd get from a photo lab.

DIGITAL IMAGING

An AIO can breathe new life into the old photo prints you have tucked away in storage boxes.



At-Home Prints

While all-in-one printers are ideal for most of your family's printing needs, some models can also create lab-quality photo prints. With high-resolution and borderless print results, you can frame images as soon as they're printed or keep your baby scrapbook up-to-date with the latest captured moments.

Make It Digital

An AIO can breathe new life into the old photo prints you have tucked away in storage boxes. Using the scanner feature, you can save old photos in a digital format on your computer. Open your files in a photo editing suite, and you can get creative with special effects, cropping, and other enhancements before sharing them with others.

Go Mobile

Printing while on-the-go is all about convenience, so it's helpful that so many devices support wireless printing apps. Whether you're using an iPad, iPhone, or Android device, you can print photos and documents wirelessly to all-in-one printers using a variety of apps. Consider which mobile apps your device and printer supports.

Built-In Editing

With the right all-in-one printer, you can bypass your computer to make photo edits. Simply insert a memory card into the printer's card reader and you'll be able to view and tweak images on its LCD. Many models offer tools to touch up different aspects of your photos, such as brightness, color, red-eye, and more.

Get The Capacity & Speed You Need

Memory Card Specs

When you shop for a memory card, you should pay attention to two things: capacity and speed. Depending on your needs, one may be more important than the other. Here we'll help you determine the size and speed of a memory card that's right for you.

DIGITAL IMAGING

A card with a faster speed is ideal for action photos because you won't have to wait as long between shots.



Capacity

- A person who takes hundreds of shots at one time, such as a family shutterbug or a prosumer photographer, is more apt to need a large capacity memory card (64GB or more) than someone who only takes a few photos.
- Videos require more memory card capacity than images, but the amount of footage you can record varies widely due to a card's capacity and the quality level of your video (such as standard definition, 720p, or 1080p).
- For shooting HD video, an 8GB or 16GB card will be enough for a half hour of footage. If you choose a lower capacity, you may need to swap in fresh cards more often.

Speed

- A memory card's maximum transfer rate often determines how quickly your camera will be able to take another photo. A card with a faster speed is ideal for action photos because you won't have to wait as long between shots.
- In terms of video, the sustained write rate of a memory card is more important than the maximum speed rating because the card must constantly record video data to the card.
- SD cards have a sustained speed rating, such as Class 2, Class 4, and Class 6. The number in the rating indicates the speed in MBps at which the card can save video. A higher number is better; an HD camera requires at least Class 4.

Shoot Better Photographs In Low-Light Settings

At wedding receptions and other social gatherings, many of the best unstaged photo opportunities happen when the lights are turned down. With the right equipment, you can take better pictures in difficult lighting situations.

DIGITAL IMAGING

With the right equipment, you can take better pictures in difficult lighting situations.



Make The Most Of Existing Light

Pros and advanced photographers often adjust their camera settings manually when good lighting is scarce. They use slower shutter speeds to give their cameras time to gather more ambient light, and tripods to avoid motion while the shutter is open. To capture fast action without blurring, they use higher ISO settings.

That said, most of us rely on our camera's automatic settings, so it's not out of bounds to say that buying a good camera is your primary step toward shooting better low-light images. You'll want to look for an upscale model with a high-quality image sensor, smart automatic settings, and optical image stabilization.

Flash Photography Benefits

The more light illuminating your subject, the quicker your camera will be able to gather the light necessary for a photo with little or no visual noise (graininess). Autofocus will also work better with more light. Some cameras' fill flash settings produce great images without washing out the subject or darkening the surroundings. Others can benefit from an electronic flash accessory, one with a fast recycle time for quicker follow-up shots. If the flash is too harsh, you can dial down its intensity or attach a diffuser accessory to it. You might also bounce the light off a photographic reflector or use a mounted lamp in a softbox. Flashes use more energy, of course, so remember to bring along a few extra batteries in case you need them.

Back Up & Store Keepsakes For Generations

Preserve Memories

All it takes is a hard drive crash, and the digital memories you didn't back up are gone forever. To protect your digital photos and videos for generations to come, consider these options.

DIGITAL IMAGING

To protect your digital photos and videos for generations to come, consider these options.



External Hard Drives

After making a copy of your photo and video collection, your files should be stored in a location different from your computer's hard drive. External hard drives let you easily store your digital memories in a separate place. Many models can automatically back up your computer's data on a frequent basis, so you don't have to manually take care of the task. And because these drives are portable, you can keep your images in a safe place, such as a safe deposit box or friend's home.

Online Photo Services

Online photo services offer an inexpensive way to share and store multiple images and videos on the Internet for little or no cost. These sites often provide editing tools, such as cropping, red-eye removal, and color enhancement, to make your images look their best before sharing them. In addition to professional prints, you can order items that feature your favorite photos. The possibilities are almost endless with photo books, slide show DVDs, mouse pads, mugs, T-shirts, blankets, and more.

Media Software

Media management software can automatically do time-consuming backups for you. Select media programs can also organize and archive your files on a variety of media, such as external hard drives, Blu-ray Discs, DVDs, or CDs. Features such as photo tagging can also make it easier for you to find specific images at a later date. If you would like to put finishing touches on your media, look for a program that also includes photo and video editing capabilities plus sharing options.

Get The Most From Your Digital Imaging Devices

Pro Camera Services

Digital cameras and camcorders revolutionized the way we record and share our memories. That said, there's a learning curve, and everyone can use some help when a cam is unfamiliar or not working correctly. Your local electronics store can help.

DIGITAL IMAGING

Everyone can use some help when a camera is unfamiliar or not working correctly.



Basic Training

Some store services can help you learn how to use your camera, such as by remote video chat. They can:

- Teach you how to take photos and video, and to set up any included software on your computer
- Show you how to transfer photos and videos to your PC and online
- Explain how to do basic photo editing such as red-eye removal

Repair & Recover

Cameras and camcorders are precision instruments, so it's good to know that your local electronics store may offer repair services that can bring your damaged cam back to life. More importantly, an in-store data recovery service can extract many deleted photos and videos from your camera and memory cards. The pros can even retrieve your one-of-a-kind memories from damaged devices and storage media in some cases.

Protect Your Investment

Pro services may offer additional protection for your camera, covering:

- Mishaps such as drops, spills, and power surges
- Battery replacement
- Firmware updates
- Cleaning
- Pixel problems

Get More Creative Photo Results With Flashes & Filters

Flashes and filters are camera accessories that add or block light to help you achieve particular photo results. While a flash can help evenly light settings, a filter can enhance colors, boost contrast, and more.

DIGITAL IMAGING



Light Up The Darkness

A flash gives you better control of your lighting conditions when you take photos, particularly when you can direct the angle of the flash. By adding an external flash to your camera, you can cast indirect light onto your subject by reflecting it off a ceiling or a bounce card. Indirect illumination casts softer shadows and looks more like natural light.

A quality external camera flash can adequately light your subjects from a distance so that their faces don't look too dark. More specifically, a dedicated camera flash can offset shadows caused by sunlight above or behind someone's face. Your smartphone's built-in camera flash may not be powerful enough to illuminate these types of dark areas.

Good Light In, Bad Light Out

UV filters can protect your camera's image sensor and improve photo quality by getting rid of the bluish haze caused by ultraviolet light. Other filter types offer different benefits. For example, a circular polarized filter can reduce white glare and enhance your subject's color and contrast. It will also eliminate reflections from non-metallic surfaces.

Some filters add enhancements that can make images appear almost magical. For instance, a diffusion filter can soften edges or blur the background to change the aesthetics of a still image. And for an interesting retro effect, an 8-point star filter can make celestial rays of light emanate from reflections and other light sources.

Buy What You Really Want With Financing For DI

Many photographers want a high-quality lens or more powerful camera, but they balk at the premium prices. If you can't afford upfront costs today, you can take advantage of in-store financing to take home the equipment you used to dream about.

DIGITAL IMAGING



Sign Up For A Card

CE retailers offer monthly financing so you can pay in small increments for your purchase, rather than a huge lump sum. This option is often available when you sign up for an in-store credit card. By making this small commitment, you'll be able to take your new digital imaging item home and use it right away.

Choose A Finance Plan

If you don't have the funds to pay now, you can often choose a long-term financing plan that lasts anywhere from six to 36 months. (The total cost of your purchase may determine which payment plan you're eligible for.) In general, annual financing fees are waived if you pay with your in-store credit card.

Bypass Interest Payments

You really can take home that feature-packed HD camcorder you've been eyeing, without paying interest. You don't have to compromise your long-term financial goals, either. Pay off your balance by the end of your financing term (and don't miss any monthly payments), and your cam will be interest-free.

Get Rewards For Purchases

An in-store credit card goes beyond a spending account. As a cardholder, you're also eligible for exclusive discounts and events, plus extended return policies. And with every purchase you make, you can earn points toward gift certificates you can use in-store or online.

Optical vs. Digital Zoom

Take A Closer Look

When you're shopping for a camera or camcorder, you'll notice that most models feature both optical zoom and digital zoom ratings. It's important to understand the difference between them and how they affect image quality.

DIGITAL IMAGING

Optical zoom delivers sharper and smoother results than digital zoom.



Optical Zoom

- This type of zoom uses only the camera's lenses (optics) to magnify your view
- The camera lens physically moves in order to enlarge the subject so that it appears closer
- When a camera uses optical zoom, it will snap an image utilizing its maximum amount of pixels and visual detail
- You may notice that optical zoom delivers sharper and smoother results than digital zoom
- The higher the optical zoom number (such as 10X or 40X), the better

Digital Zoom

- This feature launches after you've zoomed in as far as you can with a camera's optical zoom
- Digital zoom may appear to zoom in closer, but it's only enlarging the center of your image
- As the camera digitally magnifies your image, it inserts pixels to smooth out jagged edges
- Image results may appear softer, and individual pixels are likely to be noticeable when you enlarge your picture
- Digital zoom can degrade image quality, so it's better to base a purchase decision on optical zoom

Find Out Which Camera Is Best For You

Point & Shoot or DSLR?

On the surface, these two very different types of cameras appear to give you a choice between “inexpensive and compact” and “big and serious.” Let’s look at some of the many reasons why you might choose one over the other.

DIGITAL IMAGING



Small & Slim: A Point & Shoot

The camera you have with you is always better than the one you left at home. With a pocket-sized point-and-shoot, you’ll always be ready to take a decent pic. Today’s point-and-shoots are generally very good at shooting informal photos in close quarters, such as restaurants and other gathering places. They’re not as flawless as a DSLR in the image quality department, however, due to their smaller image sensors. (That said, their still images and video clips usually beat a cameraphone’s.) Point-and-shoots don’t let you change their lenses, although a few have enough optical zoom power (such as 10X) to be useful for sporting events and outdoor scenery. Speaking of which, some models are waterproof, shockproof, and dustproof.

The Professional’s Choice: A DSLR

There’s a big reason why photo pros reach for a digital single-lens reflex camera: its large image sensor. A sizable sensor yields extremely high image quality under practically any circumstances. Most DSLRs also can shoot several photos with a single press of the shutter button (continuous mode), as well as great HD video in some cases. DSLRs are also very versatile. They let you change their lenses, such as for distant subjects (telephoto) or close-up, tiny details (macro). DSLR images are also best if you plan to crop and enlarge part of a bigger image. These cameras also support filters to eliminate the glare of outdoor photos and improve contrast, as well as external flashes and high ISO settings for excellent results in low light.

Shield & Secure Your Investment

Protect Your Camera

Once you've purchased a camera, you want to make sure it lasts for years to come. To do this, you should safely store and maintain it. Here's a look at some of the accessories that can help safeguard your digital imaging device.

DIGITAL IMAGING

You'll need some accessories to ensure that your camera remains in good working condition.



Keep It Clean

Cameras are dust and fingerprint magnets, so you'll need some accessories to ensure that your device remains in good working condition. For instance, most lens pens feature a dry carbon compound cleaning tip and a retractable brush to clean camera optics and eyepieces. There are also cleaning kits that provide multiple maintenance tools, such as lint-free wipes to remove dirt from LCD screens and solution spray formulated for LCD screens and electronics housings.

Go Far, Go Hard

To get the most out of any camera, you need a case or bag that offers the best in comfort, durability, and accessibility. Many have an impact- or water-resistant design as well as soft interior linings and pockets to keep spare batteries or memory cards on hand. Memory cards can also be stashed in their own storage solutions—soft cloth wallets can provide them with extra protection, as can hard plastic or aluminum cases.

Better Safe Than Broken

Protective accessories go far beyond a carrying case. For example, some point-and-shoot cameras can be transformed into underwater cameras when they're housed in model-specific waterproof cases. Alternatively, if you're someone who spends lots of time in the great outdoors, you can outfit your device with a shock-absorbent, foam-insulated case. Finally, you can add a screen protector to any camera's LCD to prevent scratches and reduce glare.

Cameras & Camcorders That Are Good At Sports Shots

In sports settings, you have very specific things to photograph in very little time. Whether you want to shoot your own water skiing adventures or snap photos of friends during a road race, here are your best options to freeze those competitive moments.

DIGITAL IMAGING



For Adventurers

Extreme sport lovers need a camera that can keep up with their lifestyles. A wearable camera can stay out of the way, yet capture images and footage of your thrill-seeking adventures. Multiple attachments are available to suit a variety of shooting needs and sports, including helmet, chest, bicycle, and wrist strap mounts as well as water-resistant housings. Most models can record 1080p HD video, so you'll be able to revisit the action with professional-quality footage and images.

For Faraway Action

Pairing your DSLR or compact system camera with a telephoto lens will bring distant subjects close within your view. So, if you're sitting several rows back at your son's football game, you can easily snap clear, up-close shots that look like they were taken from the sideline. Telephoto lenses offer different focal length ranges, but it's likely that a lens that's at least 70mm will be sufficient for your photography of distant subjects.

For Spectators

Sometimes it isn't convenient to carry a camcorder to a sporting event, especially if you're also carrying a beach chair, a water bottle, and other items. An alternative is an ultra-portable, shoot-and-share camcorder you can pull out to record sports that are reasonably close to your seat. Most shoot-and-share camcorders can capture 1080p HD video and feature other useful technologies such as digital image stabilization and auto focus.

Depend On Different Tools For Photos & Video

Camcorders Vs. Cams

Cameras and camcorders can shoot both photos and video, but as you may guess, they're better at the primary job they're made to do. Read on for a few reasons why it's smart to use a camera for still images, and a camcorder for video.

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In the end,
it's all about
using the
right tool for
the job.



Don't Limit Yourself With A Device

Sure, your still camera can shoot video, and within limits it does a passable job—but those limits can be tough to live with. Many cameras lose the ability to auto-focus or zoom when shooting video; the length of video may be short; and the video may not have a smooth frame rate. Camcorders, meanwhile, can capture still images, but that's not what they were primarily designed to do. As a result, many camcorder photos are low-resolution, grainy images that aren't particularly sharp. These devices may be good enough to use when you have no other option to capture photos or video, but it's often impossible to print or enlarge the media without digital artifacts (such as spots or speckles) appearing.

Get The Ideal Solution

In the end, it's all about using the right tool for the job. Even in low light, most cameras can capture sharp, well-exposed images that can easily be enlarged and printed. Convenient, flexible, and available to fit most budgets, a DSLR or point-and-shoot camera will produce better stills than a camcorder almost every time. If quality video footage is your goal, you'll find that a digital camcorder can produce sharper, brighter video than just about any still camera. Many camcorders offer automatic stabilization features, displays that flip and rotate for convenient viewing, continuous autofocus, smooth optical zooms, and the ability to record 1080p HD video. And with most models including outputs such as HDMI, you'll be able to watch high-quality video on your TV or computer.

Camera Features

You Should Know

Your next digital camera could be much more fulfilling with just a few key features. Don't worry; we're here to help. Here's a camera shopping primer.

DIGITAL IMAGING

Your next digital camera could be much more fulfilling with just a few key features.



Wireless Photo & Video Transfers

Many cameras and camcorders now come with Wi-Fi support, which can make it much easier for you to preserve and share your memories. For example, your cam might automatically upload your photos and videos to your computer or a Web site without a cable.

Touchscreen Display

It's much easier to capture those fleeting moments when you don't have to stop and navigate your camera's menu settings. Cameras that have touchscreen displays deliver intuitive control with icons and gestures such as pinching your fingers together to zoom.

Dual Image Stabilization

How often do you carry around a tripod? Truth is, we shoot the vast majority of our photos with a handheld camera. To make sure you take crisp looking images, a camera with dual image stabilization will optically and digitally steady your shots to prevent blur caused by camera shake.

Face Detection Technology

Say cheese. . . People's faces are the most important elements in our photos. As such, a camera with face detection technology uses the faces of people in the picture as reference points when it automatically sets its focus and exposure settings. This ensures that everyone looks their best.



Get The Right Capacity, Speed & Class

Memory Cards

Not all memory cards are created equal. Their differences in capacity and class (write speed) both have a bearing on what they can do and, therefore, which one you'll want for your camera. To get the right card for your image or video recording needs, speak with a sales associate at your local CE retailer.

Perfect For: Capturing special moments that a slower or smaller memory card might cause you to miss.



Continue To Capture Cherished Memories

Extra Batteries

You won't miss special moments such as your son's baseball game or baby's first steps if you keep a spare camera battery on hand. While it's convenient to be able to re-charge a battery, that isn't the case when you're short on time. It's a good idea to have a fully charged backup so you don't miss any action.

Perfect For: Shooting photos or video at special events with limited interruption.



Shoot Crisp & Level Images Every Time

Tripods

Can any of us really say that we can hold a camera as steadily as we'd like to? Probably not. A tripod solves this issue, as it's sturdy enough to hold the weight of your camera or camcorder and comes equipped with a three-way pan/tilt head that lets you fluidly follow subjects.

Perfect For: Keeping everything within frame level when you shoot portraits, horizons, and more. A tripod also prevents image blur when shooting in dimly-lit settings.



Protect Your Digital Imaging Investment

Camera & Camcorder Cases

To protect your camera or camcorder, you need a case that offers the best in screen protection, comfort, durability, and accessibility. Cases range in style and size to fit your lifestyle. Features can include impact- and water-resistance, soft interior linings, and pockets to keep a spare battery or memory card on hand.

Perfect For: Those who want to organize accessories and make their digital imaging device last for years to come.

Cover The Basics

It's exciting to discover the new capabilities appearing in digital cameras and camcorders, although the related terminology can be a little confusing at first. Here's the scoop on some features you can use to capture and share memories better than before.

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What is the difference between a compact system camera and a DSLR?

Compact systems share many of the traits of a DSLR, such as the abilities to capture high-quality images and swap lenses. However, where they differ is in size and internal components. A compact system camera lacks a pivoting mirror mechanism and an optical viewfinder, so its body is typically smaller than a DSLR.



What is the benefit of a camera with a touchscreen?

A touchscreen lets you choose menu settings, so it can take the place of menu buttons (and therefore give you a bigger screen). You can also tap the screen to focus on a particular spot and take a picture.

Are there compact camera models that pack big zoom capabilities?

Yes. For example, some compact cameras offer up to a 50X optical zoom so you can get up close to subjects even when you're far away. A cam with an optical image stabilizer can ensure that your zoomed-in images remain crisp and detailed.

Are durable cameras only for athletic and outdoor users?

Not at all. They're ideal for sports, hiking, and so on, but parents can benefit from them because they're more kid-proof than ordinary digital cameras. For instance, they can withstand sticky hands and beverage spills, drops (accidental and otherwise), and nights they're absent-mindedly left outdoors.



What does Wi-Fi add to a camera?

A camera or flash memory card with built-in wireless support can automatically transfer your photos and videos to your PC, a photo sharing site, or a social network when you're in range of a known Wi-Fi hotspot. This not only saves you the time you'd spend uploading your media, it also makes an immediate backup of your pics and videos.

Glossary

Digital Imaging

There's a lot of lingo to wade through as you shop for a new camera or camcorder. To help you find a device that best suits your photo or video needs, here are the definitions of terms you're likely to run into.

DIGITAL IMAGING

B

burst mode

This mode lets you capture several consecutive photos by pressing the shutter button only once. It's ideal for fast-moving subjects, such as athletes.

C

compact system camera

Smaller than a DSLR, but larger than a point-and-shoot, a CS (mirrorless) cam lets you change its lenses like a DSLR.

D

digital zoom

Magnifies an image by cropping it and smoothing jagged edges with interpolated pixels. This degrades picture quality, so never buy a camera based on its high digital zoom rating.

DSLR

A digital single-lens reflex camera is a larger model with interchangeable lenses, a big image sensor, an optical viewfinder, and internal differences.

I

image sensor

The chip that turns light into electronic signals to make a digital photo

or video. Larger sensors take better images, all else being equal.

ISO

A digital camera's ISO setting measures its current sensitivity to light. A cam capable of using higher ISOs, such as 6400 (equivalent to a fast film speed), can take low-light photos in less time (a shorter exposure).

M

megapixel (MP)

Approximately 1 million pixels. The higher a photo's MP count, the higher the resolution, which means you can create larger prints (or crop for smaller ones) with better quality.

O

optical image stabilization (OIS)

A mechanical method of eliminating camera shake (and thus photo blur) during zoomed-in, handheld shooting. It's generally superior to digital IS.

optical zoom

The camera's physical ability to move the lens to enlarge a subject. The higher the number (such as 5X or 10X), the more powerful the zoom. When choosing a camera, always consider its optical zoom capability, not its digital zoom.

P

point-and-shoot

A slim, pocket-sized camera that's easy to use, typically with a non-removable lens.

R

resolution

The number of pixels in an image, such as 2,272 x 1,704 or 10 megapixels. The higher the resolution, the more detail and quality in a photo.

T

telephoto lens

A "zoom" lens that makes distant subjects appear closer.

W

wide-angle lens

A lens that can include more of a scene at a given distance. Extreme wide-angle lenses are called fish-eyes.

Wireless/Wi-Fi (camera)

When you're near a friendly wireless network or hotspot, a Wi-Fi camera can automatically upload your photos and videos to a PC, storage device, or Web site.

Enjoy More Home Theater Entertainment

Free Your PC Media

Many of us store music, videos, and photos on our computers, but when you want to enjoy your media a PC doesn't always do it justice. Here's how you can access the content on your computer using your home theater system for a better entertainment experience.

COMPUTERS & TABLETS

Using your home network, a game console can stream PC media to your entertainment center.



Streaming Boxes

One of the easiest ways to bring PC content to a home theater is with a streaming home theater device, which can tap into your home network using a Wi-Fi or Ethernet connection to communicate with any network-connected computer. Once your computer media is retrieved, the box sends the content via an HDMI cable to your home theater system. Additionally, some streaming boxes can access a variety of Web streaming services, such as Netflix, YouTube, or Pandora.

Game Consoles

Using your home network, a game console can also stream PC media to your entertainment center. Once it's connected to your home network and home theater, you only need to adjust your game console's settings so it can find and play back your favorite media. Note that most game consoles also offer disc drives, USB ports, and memory card slots, so you can also copy your content to computer media and then insert it into the game console for playback.

Search & Control

Select "Internet players" let you browse the Web on the big screen, just as if you were using a PC to retrieve search results. If a player supports Flash-based content, then you can enjoy more interactive content and videos, too. And for those who like remote controls that have every capability you could think of, look for one that includes a touchpad, full QWERTY keyboard, and motion sensor. All these features will make it easier to find shows, channels, and apps on your smart device.

Don't Let Heat Damage Your PC

Cool Your Computer

Too much heat can shorten the life of your laptop or desktop PC. Fortunately, there are plenty of aftermarket gadgets and accessories you can use to keep your computer cool. Here's a brief glimpse.

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Notebook coolers are basically laptop stands with ventilation holes and a fan or two built in.



Extend Your Laptop's Life

The trouble with notebook computers is that it's easy to endanger them without meaning to. Set your laptop down on a comforter, or even a blanket on your lap, and you can inadvertently block its fan intake. Without cool air circulation, your notebook's hard drive and other components can heat up and expire before their time.

Notebook coolers can save the day. They're basically laptop stands with ventilation holes and a fan or two built in. The fan(s) run on power from one of your notebook's USB ports. Always use your laptop on a notebook cooler, and you'll probably extend its life. You can even buy replacements for the smaller fan(s) inside your laptop.

Chill Out Your PC

If your desktop computer is running too warm, it may make more noise than it should. This is because many PCs have fans that spin faster when things heat up, all in an attempt to cool everything down. Although it's normal to have more fan noise during intense tasks such as video games, you never want it to reach an obnoxious level. An extra fan can help, if there's a place to mount one in your PC case. You can also cool down a hot processor in a quieter way with an aftermarket heatsink or closed-loop liquid cooler. Finally, use canned air to blow the dust out of your PC, heatsink(s), and fan filters (if present) every few months. Dust acts like a blanket to trap heat in, so blasting it away can help your PC components last longer.

There's A QWERTY Board To Suit Every User

Keyboard Types

A computer peripheral staple, the keyboard is an essential item for any computer user. That's why it's imperative to choose a model designed to fit your needs. Take a look at what makes wireless, ergonomic, and gaming models special.

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Adding a wireless keyboard to a computer will prevent clutter and tangled wires when you have limited space.



Unleash Your Board

Adding a wireless keyboard to a computer will prevent clutter and tangled wires when you have limited space. There's also the added benefit of being able to walk away from your desk and use the keyboard to control media playback—some models can operate up to 30 feet away from your computer. Setup is simple: Plug a small USB nano transceiver into your computer and you're in business. Because the board is battery-powered, you'll eventually need to replace its battery.

Type With Comfort

If you spend long periods of time at your computer, an ergonomic keyboard is an ideal peripheral. These models are designed to promote a healthier body posture, which can help minimize muscle strain and other problems such as carpal tunnel syndrome. Many boards split and angle the positions of their QWERTY keys to create a more natural alignment for your hands, wrists, and shoulders. Soft touch keys and built-in wrist rests also provide additional comfort.

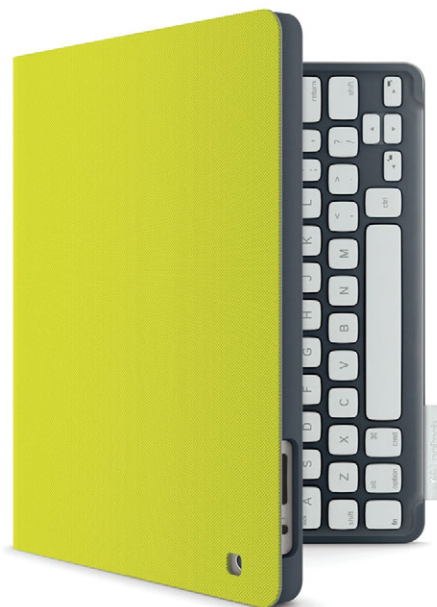
Get Your Game On

The look and feel of a gaming keyboard can be very different from a traditional QWERTY keyboard, but it's optimized to deliver the best gaming experience possible. Features such as mechanical key switches and an ultra-quick response time will help you nail every keystroke with comfort and efficiency. Additionally, some gaming models have special keys for navigation, multiple gaming modes, and sequential keystroke support.

Your Favorite Portable Device Could Use Some Tablet Extras

A tablet's possibilities become even more exciting with a few useful accessories. Some keep your tablet safe from accidents; others make it easier to use for entertainment and communication. Our ideas below are only the beginning.

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Stands/Docks

You typically hold a tablet in your hand, but with a stand or dock, you can accomplish other tasks as you work with your device. For instance, you can use a kitchen cabinet stand or a countertop stand or dock for easy cooking reference. You won't have to put down your cooking utensils and pick up your tablet to see a recipe's next step.

Chargers/Cables

With the right connection, you can charge your tablet when you're on the go or view your tablet's content on other devices. For example, a dual-USB car charger will refresh the batteries of your tablet and another USB device at the same time. And with a USB cable, you can connect your tablet to a compatible HDTV to see its content.

Cases/Covers

Depending on the level of tablet protection you need, there are many options to choose from. Shock-absorbent cases snap onto a tablet's body, and often include a built-in screen protector. You'll also find covers that are hinged and open like books, in addition to sleeves are made from soft materials that zip closed around your device.

Screen Protection

Tablets are susceptible to scratches, fingerprint smudges, and glare. To ensure that these annoyances don't take away from your experience, you need a durable screen protector. Typically, these will include scratch resistance or an anti-scratch coating, smudge resistance, or glare reduction. Some even offer a lifetime replacement policy.

Take Advantage Of Professional PC & Tablet Services

Don't let PC installation and setup squash the excitement of using a new computing device. Instead, relinquish these tasks to the technology experts at your local CE retailer. Read on to learn how these computing professionals can take care of business.

COMPUTERS & TABLETS

In order to use your computing device without worry, we recommend that you invest in protection and replacement plans.



Set It Up Right

You can rely on in-store computing pros to help you with any of the following:

- PC, tablet, and mobile phone setup (necessary steps vary by model)
- Printer and wireless home networking setup
- Online software and operating system installation plus data transferal

Protect Or Replace

In order to use your computing device without worry, we recommend that you invest in protection and replacement plans. A protection plan typically covers accidental damage, one-time battery replacement, power surge repair, all without extra charges for parts and labor. In the event of a malfunction or breakdown, a replacement plan can pull you out of a jam. Replacement plans generally cover items such as modems, routers, scanners, and audio accessories.

Tune-Ups & Repairs

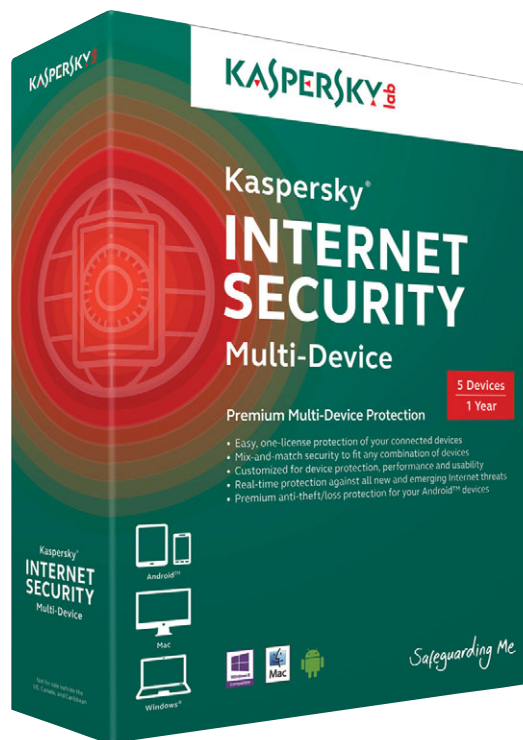
Without a periodic system cleanup, your PC or laptop can operate at a snail's pace. But when you call upon a retail PC tech, he or she can assess your system's needs, clear out unnecessary files, and run software updates. If a diagnostic test reveals that a program isn't running properly or a component needs to be repaired, the tech will troubleshoot your hardware or software. Fees may vary depending on the number of repairs performed.

Stay Protected With A Comprehensive Security Solution

Contact lists, online banking, tax returns, your social network persona . . . it's no longer just your computer you need to protect. You live your digital life on mobile devices, too. Let's take a look at some features of an all-inclusive Internet security suite.

COMPUTERS & TABLETS

Many security suites safeguard your data in a number of ways.



Security For All Of Your Devices

Be sure to buy a security suite that covers multiple computers and mobile devices. Chances are that your family accesses the Web from more than one type of smart device, and an intrusion on one could endanger them all. Several suites now protect iOS and Android devices as well as PCs and Macs.

Stop Malware

Good antivirus software blocks both known and new threats from social networks, instant messages, email, sites that install “drive-by” downloads, and new apps harboring evil payloads. Today’s dangers include botnets, rootkits, fake antivirus programs, unauthorized changes to your apps, and more.

Data Protection

Many security suites safeguard your data in a number of ways.

- Sensitive data loss prevention and encryption
- Anti-theft features such as remote PC lockdown or data shredding
- Cloud storage with automatic backup/sync

Other Features

- Antispam (including image spam and phishing attacks)
- Advanced firewall
- Parental controls on Internet usage and sites
- Call and text filtering
- Warnings on shady Web sites in search results

Equip Your Laptop & Tablet For Computing On The Go

Ticket, passport, and ID. You've packed these essentials, but have you remembered all the extras you need to protect and connect your computing devices? Beyond the basic laptop case or tablet cover, here are few items you won't want to leave home without.

COMPUTERS & TABLETS

Have you remembered all the extras you need to protect and connect your computing devices?



Secure & Prepare

Safeguarding your laptop during your travels requires more than just a reliable bag. To add an extra layer of protection, consider investing in a laptop cable lock that you can secure with a combination or key. Although you probably wouldn't lock down a tablet in quite the same way, you can still protect its functionality with a scratch proof, military-grade screen protector. Many such tablet shields feature self-healing properties, glare reduction, and drop-resistant grip.

Work Comfortably

If you're working on the go, you're likely logging hours on your laptop in airport terminals and at other inconvenient locations. But by sliding an ergonomic lapdesk under your computer, you can sit practically anywhere and type without discomfort. Or, if you're a tablet user that still prefers the tactile feel of a traditional QWERTY keyboard, add a Bluetooth keyboard that simply folds into a hard shell case. This way you can protect your tablet and work efficiently wherever you travel.

Take Power To-Go

Inevitably, the low battery icon will appear on your laptop screen if you're typing while unplugged. However, when you attach a thin, sheet-like battery to your laptop, it's possible to effectively double its battery life during each computing session. Tablet batteries may only need an infrequent re-up now that most hold a 10-hour charge, but you can easily charge while staying productive when you connect your tablet to a charging dock.

To Add Network Speed, Shop For Wi-Fi AC Or N

Upgrade Your Router

PCs, mobile devices, game consoles, and even TVs now come with wireless Internet capabilities. But to stream Web content and HD video to these Wi-Fi devices, you need the fast and reliable connection of a quality router. Here's the latest scoop.

COMPUTERS & TABLETS

To stream Web content and HD video, you need the fast and reliable connection of a quality router.



Wi-Fi AC Offers Cable-Like Speed

- Wi-Fi AC (802.11ac) gives you much faster speed than Wi-Fi N, G, B, or A with compatible adapters, so you can stream even HD video smoothly
- Backward-compatible with slower 802.11n/g/b devices
- A 2.4GHz Wi-Fi N, G, or B device on the network won't reduce the speed of 5GHz Wi-Fi AC or N connections
- Adapters for non-mobile devices such as PCs may use multiple antennas to reach theoretical Wi-Fi AC network speeds of up to 1,300Mbps; mobile device network access may not be quite as speedy

Wi-Fi N Routers Are Inexpensive

- Wi-Fi N (5GHz or 2.4GHz) is fine for streaming most video over your network
- Speeds of up to 450Mbps with multi-antenna adapters; mobile devices may have slower access
- Backward-compatible with Wi-Fi G, B, and maybe A (802.11g/b/a) devices
- A dual-band concurrent (simultaneous) Wi-Fi N or AC router can connect to 5GHz and 2.4GHz devices at the same time, unlike a selectable (non-concurrent) dual band or standard Wi-Fi router

Enhance What Your Laptop Already Offers

Notebook Necessities

You probably already know that a notebook computer is great for on-the-go Web access, social networking, work, and play. But with an accessory or two, you can use your laptop in surprising new ways. Read on to discover some possibilities.

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Pro Presentations

When you've dedicated hours to making a slide-show presentation, you don't want to lose your audience by having to rush through pre-timed slides. As an alternative, you can use a wireless presentation pointer—similar to a remote or pen—that lets you control your slides and point out highlights as you move around the room.

Expanded Wi-Fi

With a mobile hotspot, you can access the Internet practically anywhere you receive a cell phone signal. In other words, your laptop's Web access will no longer be limited to areas with Wi-Fi coverage. Imagine the possibilities with your laptop while you're traveling, camping out, or picnicking in a park.

Big-Screen Media

More and more laptops now come with ways to send video to an HDTV. With the right connection—such as an HDMI cable or a wireless adapter, if your laptop supports it—you can enjoy a variety of media on a big screen. Use your laptop to access Web videos, home movies, or HD content, then sit back and watch it on your TV.

As A Desktop

Many of us love the portability and power of a laptop, but we'd really rather have a more ergonomic keyboard and a larger screen. When you're not out and about, plug a mouse, LCD monitor, and the keyboard of your choice into your laptop. A docking station will make these connections even simpler.

Voice Recognition Software Lets You **Control With Speech**

It may sound futuristic, but you can control all sorts of devices with only the sound of your voice. Voice recognition is empowering for the differently abled, safer for drivers, and more convenient for people who are just plain busy.

COMPUTERS & TABLETS

Voice recognition software lets you dictate text instead of typing it in, with accuracy that improves over time.



PC Speech-To-Text & Control

Voice recognition software lets you dictate text instead of typing it in, with accuracy that improves over time. It also can give you verbal command over your computer. Some software also lets you use your smartphone or tablet as a microphone when you download a compatible app.

Hands-Free Calling

A hands-free calling device lets you use your phone in your vehicle while you keep your hands safely on the wheel. Many let you place a call simply by speaking a contact's name or number. Hands-free devices include Bluetooth car kits, Bluetooth headsets, and select car stereos.

Smart TVs With Voice Command

Some recent HDTVs and game consoles come with voice (and gesture) recognition built-in, so you can tell your TV to turn on, go to a specific channel, and even launch your favorite smart app. Certain TVs allow you to use your compatible smartphone or tablet as a remote control.

Smartphone & Tablet Control

As we've mentioned, these mobile devices quite often play a role in your voice control of other gadgets. However, you can issue commands to them, too. For instance, you can use your voice to search the Web, place a phone or video call, control music playback, and much more.

There's More To A Mouse Than Meets The Eye

Click, Swipe & Tap

Believe it or not, the type of mouse you pair with your PC or laptop can affect your computing experience. So, before you get comfortable at your workspace—or playspace, for that matter—consider all of the mouse options available to you.

COMPUTERS & TABLETS



Mobilize With A Portable Mouse

Although you might think a mouse is just a mouse, there's more to these little input devices than meets the eye. You'll find that laptop and tablet mice are often smaller than typical desktop mice, making them easier to stow and carry when you're on the go. Mobile mice are generally the wireless kind, whether they operate via a USB receiver or a wireless pairing protocol, such as NFC (near field communication) or Bluetooth Low Energy 4.0 connectivity.

Make Winning Moves Using A Gaming Mouse

With ergonomic grips and programmable buttons, most gaming mice have features to complete your game character's missions with greater precision. Beyond strategy-oriented designs, some gaming mice also include switches to activate quick-response capabilities and onboard memory to enhance your in-game moves. While gaming mice may require a bigger investment, any gamer will appreciate the gameplay advantage they deliver.

Get Precise With Touch-Based Tracking

Not unlike the touchpads found on the latest laptops, there are touch-based surfaces, or trackpads, on certain mice. So, instead of moving a scroll wheel to navigate a Web page, you can swipe, flick, and tap the surface of the mouse or trackpad. Not only is this design ambidextrous, but it can make multitasking easier, especially if the trackpad allows for both hand gestures and clicking.

Learn All The Reasons Why An All-In-One PC Goes Beyond A Desktop

Desktop computers can take up a lot of space. Besides the system itself, you'll need room on your desk for a monitor, keyboard, and mouse. All-in-one computers, however, offer the same functionality in a space-saving, often portable, design.

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Trim Body

An all-in-one's components are built into a thin base or a case that looks like a PC monitor. Connectivity and peripheral features, such as Wi-Fi, USB ports, and a disc drive, are also built into the body of an all-in-one. Because they're versatile, all-in-ones are ideal for a college student's dorm room, a kitchen, a workshop, or a child's room.

Touchscreen

If your all-in-one has a touchscreen, you'll be able to control it by using intuitive finger gestures. For example, with the touch-sensitive Windows 8, you'll be able to surf the Web and use applications by touching the screen. An adjustable touchscreen may also make it easier for you to read, play games, and edit photos.

Video & Audio

Many all-in-one computers have screens that are 20 inches or larger (measured diagonally), allowing you to enjoy online entertainment such as streaming video, games, or Web site content. Built-in speakers can provide quality audio for a more immersive movie or music entertainment experience.

Cut Some Cables

All-in-one PCs typically include built-in Wi-Fi, so you won't need to run an Ethernet cable to the system for Internet access. Without being tied down to a wired network, you can place a compact all-in-one in a number of different locations. You'll also have fewer cables to disconnect or reconnect when you move the system.

Forget Connecting With A Cable And Print Wirelessly

Today's printers have moved beyond simply printing black-and-white or color documents. Now equipped with wireless connectivity, many offer a number of "PC-free" features that cater to different home and small business needs.

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Connect To Your Network & Start Printing

- Introducing a Wi-Fi-compatible printer to your wireless home network allows you to print remotely from almost anywhere in your house.
- Some network-enabled printers support "computer-less printing," which means you can send documents, Web pages, and emails from a mobile device to a printer using a supported printing app.

Print, Scan & Copy With One Device

- In addition to printing, many network-ready models can handle scanning and copying tasks. These are called AIO (all-in-one) printers.
- Some AIO printers have multi-media capabilities beyond basic functions. For example, many printers can print compatible DVDs and CDs so you can personalize your media discs with labels and graphics.

Save Space & Print Via Email

- If a standard printer, fax machine, copier, and scanner are too much for your space, a single compact all-in-one unit can provide the same capabilities with a space-saving design. And because it's not networked via wires, you can place your printer in a central location.
- Certain printers can be assigned an email address, so you can easily email your docs to the printer itself.

Copy, Save Docs & Preserve Old Photos Using Personal Scanners

Although you might assume scanners are only good for one thing, they actually have a number of features that make them useful for various tasks. Read on to learn about new and standard scanner capabilities, including image capture, photo enhancements, and more.

COMPUTERS & TABLETS

All-in-one printers, which include scanners, usually have both an automatic feeder and a flat glass scanning surface.



Pick A Type

Two main styles of scanners available today are the flatbed and sheetfed types. The former are akin to copy machines: you open a lid and lay a document flat on the device's glass to scan it. Alternatively, sheetfed scanners work a lot like printers: you place a document to be scanned in a tray, and the machine pulls it through while scanning. Note that AIOs (all-in-one printers), which include scanners, usually have both an automatic feeder and a flat glass scanning surface.

Take It With You

For on-the-go use, some sheetfed scanners are compact and can easily fit inside a briefcase. Handheld models are no bigger than a three-hole punch, and they can scan a document to create a high-resolution image with a single pass. Some models have built-in memory card slots, so you can scan and save images without using a computer. If you need to quickly scan receipts, paperwork, or business cards, a portable scanner is a great solution.

Enhance & Add Effects

If you want to dig up family photos for a restoration project, a flatbed scanner offers a convenient way to scan and digitally enhance old photos. Specifically, some scanner models offer photo correction for issues such as faded colors. And, if you're working with old slides and negatives, there are models that can scan them using a built-in transparency unit. That way, you can touch up and enlarge the photo memories you've saved for decades.

Learn About These Features & Capabilities To Find The Right Tablet

As we integrate tablets into our work lives, family time, and recreational activities, we grow to rely on the many innovative features and capabilities they offer. To ensure that you're buying a model that fits your lifestyle and price point, compare the options below.

COMPUTERS & TABLETS



High-End Tablets

- These models have powerful processors that prolong battery life, allow efficient multitasking, and speed up mobile Web browsing
- You'll find the largest screen sizes in this category—they can range anywhere from 8.9 to 12.5 inches
- In terms of storage, 32GB and 64GB are standard capacities but select models max out at 128GB

Mid-Range Options

- Most popular operating systems are loaded onto mid-range tablet models
- HD displays, cameras with 2 or 3MP, and built-in video recording capabilities are common tablet features in this price range
- Stay connected to the Web using Wi-Fi and mobile broadband, such as 3G/4G, from wireless service providers

Entry-Level Models

- On-board memory typically tops out at 8GB but there are a few budget-friendly tablets that offer more
- Most low-cost models only support Wi-Fi connectivity and aren't compatible with 3G/4G cellular data networks
- Screen sizes for the lowest priced tablets are 7 inches on average; they don't exceed 10 inches

Kaspersky Internet Security – Multi-Device

Know You're Protected

Today's smartphones are capable of so much more than previous cellular devices, and as a result mobile security solutions are now more important than ever. Thanks to the protection of Kaspersky Internet Security — Multi-Device, you can browse, shop, and bank in safety.

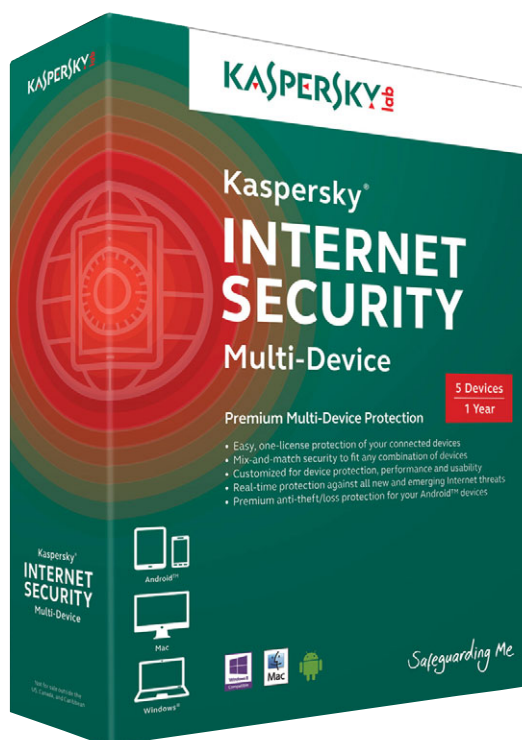
COMPUTERS & TABLETS



Kaspersky Internet Security
Multi-Device

SKU: 1786155

usa.kaspersky.com



It's No Longer Just PCs That Are At Risk

Due to the increasingly ubiquitous use of connected mobile devices, cybercriminals are now targeting Android operating systems. In fact, Kaspersky Labs found that 99% of mobile malware (malicious programs) is directed at Android platforms. Social networking, personal banking, shopping, browsing the Web: These are the types of activities that cybercriminals love to exploit for identity theft or other cybercrime.

What If Your Device Is Lost Or Stolen?

Due to their size, it is easy for smartphones or tablets to be lost or stolen. If this happens, Kaspersky Internet Security — Multi-Device can remotely disable and wipe data from the device. Multi-Device can also block access to your devices, set off an alarm, and let you locate them using the device's built-in GPS. Even better, Kaspersky's apps can identify unauthorized users by using your device's camera to take a picture of the thief.

Use One Security Solution For All Devices

To ensure that you can safely shop, bank, and be social on your devices, you need the trusted protection of Kaspersky Internet Security — Multi-Device. This one-license suite (for five devices) utilizes security technologies that are optimized for each device so they won't slow you down. Conveniently, you can also mix and match security options across any combination of Windows PCs, Macs, Android smartphones, or tablets.

Epson's EX Business Projectors Really Perform On The Bright Side

In a business setting, you want to walk into the room, set up your sleek-looking projector, and wow the audience with your presentation. The EX Series from Epson are proven performers that get the job done with high brightness and advanced features.

COMPUTERS & TABLETS

EPSON®
EXCEED YOUR VISION

Epson EX7220 Wireless
WXGA 3LCD Projector

SKU: 9945669
www.epson.com



The EX3220 Makes You Look Good For Less

This SVGA (800 x 600 pixels) Epson projector gives you quite a bit for your money. For example, the EX3220 provides an astonishing 3000 lumens of both color and white brightness for a superb picture in any lighting condition. Its SimpleSetup makes it a cinch to start, connect, and control your projector. There's USB Plug 'n Play, an HDMI port for a single-cable setup, and other common types of connections.

The EX5220: A Step Up To XGA With Wireless

Topping the list of the Epson EX5220's hot features is wireless connectivity for tablets, computers, and smartphones. Set up an easy, cable-free connection, and you'll soon be presenting a PowerPoint from your iPad, as an example.

The EX5220 has XGA resolution of 1,024 x 768 for sharper picture detail.

EX Stands For Executive With The EX7220

Epson's top EX Series projector is the EX7220, which comes with a 16:10 WXGA (1,280 x 800) widescreen resolution suitable for content from today's HD camcorders and Blu-ray players. This high-end business projector is also equipped with Wi-Fi, enabling wireless presenting from mobile devices and laptops. All EX series projectors include carrying cases, 6,000-hour E-TORL lamps, and remote controls.

*Compared to leading 1-chip DLP business and education projectors based on NPD data, July 2011 through June 2012. Color brightness (color light output) measured in accordance with IDMS 15.4. Color brightness will vary depending on usage conditions.

FirstGlimpse

Speed Up Your Computer With New Components

Upgrade Your PC

If you've noticed that your desktop has slowed in performance, it may be time to upgrade some of its components. Installing an SSD, more memory, and a new graphics card are a few things you can do to maximize your PC's capabilities.

COMPUTERS & TABLETS



Solid-State Drive

You'll get the most bang for your buck by installing an SSD, if your PC doesn't already have one. A large (128GB+) SSD can take the place of your hard drive, while a smaller SSD can act as a cache to accelerate your hard drive's data accesses. Either way, the very fast reads and writes of an SSD can make your PC feel much livelier.

Memory

RAM stores the data of the OS and software currently running on your PC. While you can get by with 4GB of RAM, 8GB is better if you run several big programs at the same time. Video editors and serious gamers can benefit from even more RAM, but typical users won't notice any difference from the extra memory.

Graphics Card

These days most PC systems have integrated graphics that process the visuals you see on your monitor. But when you upgrade to a dedicated graphics card, you can take your game-play to an entirely different level. For example, you can increase detail in digital environments, while in-game motion will be more fluid (faster frame rates).

Power Supply

A PSU (power supply unit) delivers power to your desktop PC's components. Although 500 watts of power may be enough for a standard PC, you might need a stronger PSU if you install additional or upgraded components, such as a graphics card. A new PSU may also support a new CPU or make your PC more energy efficient.

With So Many Touch-Based Devices, It's No Secret That Apps Are Everywhere

If you use a tablet, smartphone, laptop, or all-in-one PC (or if you use all of them), it's more than likely that you use numerous apps every day. Apps receive updates and improvements frequently, so be aware of new trends and familiarize yourself with app changes.

COMPUTERS & TABLETS



Apps On Tablets

Now that tablets straddle both business and personal use realms, many apps have added helpful features such as cloud-based backups, account syncing, and password protection. You can use productivity apps to get things done at work, while at home your tablet can double as a second screen when you watch TV shows.

Apps On Phones

The app as we know it originated on the small screen of the smartphone. Today, there are thousands of apps available to help you accomplish, organize, enjoy, manage, listen to, and watch just about anything. Apps also offer simple ways to stay connected to others via social media, texting, and video chatting.

Apps On AIOs

All-in-one computers (which could now be considered the “big screen” of app interfaces) are becoming increasingly more app friendly. The latest AIOs can transform from the traditional upright position to a slate-style large “tablet” to a wall-mountable display, all with a cutting edge, app-based operating system.

Apps On Laptops

Touchscreen apps are appearing not only on standard laptops, but also on convertible laptops (hinged models that can swivel and fold backward). Because you can use the latter type of laptop in various modes or positions, such as tent, tablet, or stand, you're able to interact with a broad range of entertainment, business, and gaming apps.



Protect Your System From Unexpected Power Spikes

Surge Protectors

By plugging your computer into a surge protector, you can prevent damage caused by electrical surges or spikes. Over time, power surges can shorten the life span of your computer equipment, but a surge protector will absorb any increase in electrical current and shield your system from potential harm.

Perfect For: Computer users who want to protect the performance of their PCs and laptops.



SanDisk Connect Wireless Flash Drive

SanDisk®

SKU: 1542565 (32GB), 1542592 (16GB) | www.sandisk.com

What Sets This Wireless Flash Drive Apart: It provides you with an easy, convenient way to wirelessly store, share and stream your videos, photos, music, & docs across your smart-phones, tablets and PCs. No Internet connection required.

Perfect For: Anyone looking to free up space on their iPad, iPhone, iPod touch, Kindle Fire, Android devices, PC, or Mac by moving files to the Connect. It supports eight devices and three simultaneous streams at up to four hours on a charge.



Choose One To Match Your Computing Needs

Mice

To better fit your computing style, mice are available in ergonomic, wireless, programmable multi-button, and mobile designs. Some models even use special tracking technologies to let you mouse on surfaces that standard mice can't, such as glass, granite, and carpet.

Perfect For: Anyone who doesn't prefer to use a trackpad or touchscreen to interact with a desktop or laptop system.



Produce High-Quality Documents At Home & On The Go

Printers

With features such as mobile printing, borderless photos, faxing, scanning, copying, and more, today's printers are built to offer convenience. And with a Wi-Fi-capable model, you won't be constrained by a cable connection, so you can place it wherever you want in your home or office.

Perfect For: Any busy family that needs an all-in-one device that can operate as a copier, scanner, fax, and printer.

Cover The Basics

As computer technologies change, new models are released. To ensure that you stay on top of the latest advancements, here are some common questions and answers about next-generation computer features and capabilities.

COMPUTERS & TABLETS



What are the differences between a tablet and a convertible laptop?

Common to most popular tablet models is the slate-style design, which features only a touchscreen display. Alternatively, a convertible device combines the keyboard of a laptop with the touchscreen of a tablet. Convertibles typically include a hinge that lets you fold, swivel, or twist the display for productivity or entertainment use. You may see the term “hybrid” interchanged with “convertible,” although hybrids generally feature detachable keyboard and tablet pieces.



Is there a type of printer that's both multifunctional and small enough to travel with me?

Yes, you're looking for a portable printer. What separates this type of printer from home office or all-in-one printers is its ability to print documents and photos, usually wirelessly, almost anywhere and in a timely fashion.

Which computing products allow me to stream video and audio via the cloud?

Because Wi-Fi connectivity comes standard with most mobile computing devices, cloud-based streaming is more ubiquitous than ever on laptops, tablets, eReaders, and even all-in-one PCs (however, some desktops still rely on a wired Ethernet connection). You can access video and audio content via apps, online storage sites, or other Web-based accounts shared across multiple devices.



What devices can I use to store files when I've exceeded my PC's SSD capacity?

You can use what's called a NAS (network-attached storage) device. Dedicated to cloud storage and file sharing, a NAS device offers a single location from which multiple network users can access files. Choose a capacity such as 4TB, 8TB, or 12TB and you'll have plenty of space.

Can an all-in-one PC have features similar to a tablet's?

Yes. Some all-in-one PCs feature a multimedia-optimized touchscreen, like a tablet's touch-sensitive display. In addition to this similarity, unique all-in-ones with an adjustable viewing angle make it easy to read a book, watch a movie, or play a game.

Computers & Tablets

Shopping for computers, mobile devices, accessories, and the like can be daunting, especially if you're unfamiliar with much of the complex terminology. Here, we'll explain some of the must-know terms, so you can be a tech-savvy user.

COMPUTERS & TABLETS

#

802.11ac, 802.11n, etc.

Wi-Fi has come in different formats over the years, all named for their backward-compatible technical standards such as 802.11a, b, g, and so on. Currently, 802.11n (Wi-Fi N) supports wireless network speeds up to 450Mbps per device, while the new 802.11ac supports up to 1300Mbps.

A

all-in-one computer

A PC that encompasses every component in a single, towerless unit that looks like a monitor. Typically AIOs are thin, making them ideal for small spaces. Many have built-in Wi-Fi capabilities, so you won't need to connect the system to an Ethernet cable for Internet access. It's also common for portable models to feature touchscreen controls and convertible displays.

B

Bluetooth

A short-range wireless standard that connects devices such as computers, phones, game console controllers, headsets, and digital cameras so they can be used together without being connected physically with a cord.

M

mobile broadband

A communication technology, also known as 3G or 4G LTE, that uses cell phone towers to connect devices to the Internet. Generally, you need a service contract for mobile broadband, and it's not available in all areas.

N

Near Field Communication

More commonly known as NFC, this wireless technology enables smartphones and similar devices to communicate with each other via radio frequency. One device can exchange data and transfer content to another device in close proximity.

O

operating system

The software, such as Windows 8, Android, iOS or Mac OS X, that controls a computer and its peripherals and serves as the primary interface for users.

R

RAM (random-access memory)

A type of memory that holds data a computer is currently using.

U

Ultrabook

An Ultrabook is a sleeker, thinner upgrade from a traditional, standard-spec laptop. Ultrabook models typically feature rapid response technology (quickly wakes from sleep mode), aluminum chassis, and enhanced multitasking performance. Many Ultrabooks may also feature solid-state drives, long battery life, and touchscreen displays.

USB 3.0

The most recent external bus interface standard for transferring data to storage drives. When using a USB 3.0 connection to copy files or perform a backup, you should notice faster speeds overall. USB 3.0 also recharges device batteries faster, and is backward-compatible.

W

Wi-Fi

This is the common name for 802.11 wireless networking with computers, tablets, smartphones, game consoles, and certain TVs and digital cameras. A wireless router or access point provides a Wi-Fi "hotspot" for network and/or Internet access. To connect a device to a new hotspot, type in the network's security passphrase using your device (usually a one-time process).

Drive In Safety And Convenience

Hands-Free Devices

As life gets busy, it's only natural that you spend more time driving your car. To make your journey more comfortable, convenient, and safe, here's a look at some hands-free devices you can use when you hit the road.

PORTABLE DEVICES

You can use a Bluetooth deck to play music from your compatible MP3 player through your car's speakers.



Headsets

If your area has enacted bans on using cell phones while driving, you can use a Bluetooth headset to take calls and drive safely with both hands on the wheel. Many headsets feature noise-canceling microphones, which minimize background noise and surrounding voices for clear conversations.

Speakers

If you'd rather not wear a headset to make calls in the car, a Bluetooth speaker is a good alternative. Bluetooth speakers typically attach to your car visor or dash, and offer controls for placing and answering calls and adjusting the volume. Some models also use text-to-speech to help you navigate your contacts list.

Stereo Decks

Listening to the music on your MP3 player while taking a road trip can be simplified with a Bluetooth-enabled stereo deck. Without connecting any wires, you can use a Bluetooth deck to play music from your compatible MP3 player through your car's speakers. Many models are also HD Radio- and satellite radio-ready.

GPS Devices

Not only are GPSes helpful when you need to find your way in unfamiliar territory, but a model with integrated Bluetooth can bring added convenience during your journey. By pairing your Bluetooth-compatible phone with your GPS, you can quickly make hands-free calls to let friends and family know you're on your way.

Ask The Pros For A Little Gadget Help

Assistance in setup or troubleshooting your portable device may be as close as your local electronics store. Here are some examples of services for your MP3 player, car entertainment/navigation system, or mobile phone.

PORTABLE DEVICES

With pro
help, you
can leave
the store with
your device
ready to use.



An Ounce Of Prevention

Your local electronics store may offer extended coverage for your portable devices. Some examples:

- Accident/wear and tear coverage
- Screen pixel problem coverage
- Dead battery replacement
- Car CD/DVD player cleaning
- Phone cracked screen repair

Setup & Installation

With pro help, you can leave the store with your device ready to use.

- Learn to move your CDs' music to your new MP3 player
- Pro installation of your new car stereo, amp, speakers, rear backup camera, car alarm, video screens
- Copy your contacts to your new phone, pair it with your headset, set up your social sites & email

Diagnosis & Repair

When your gizmo stops working correctly, bring it in and let the pros have a look. They can:

- Analyze your MP3 player problem and recommend some options
- Reset your MP3 player or upgrade its firmware
- Give you a lifetime workmanship guarantee on any car electronics they install for you

Easy Phone Navigation

Talk, Text & Share

Your social life, work documents, favorite songs, and sensitive data can all coexist on your smartphone. And because customization is important to almost every smartphone user, mobile operating systems have more unique personalization features than ever before.

PORTABLE DEVICES

Smartphones are meant to keep you “plugged in,” so you can interact with your friends and family at any hour.



Tile-Based OS

Transforming your home-screen into a hub with real-time updates, select mobile OSes feature a collage-like design ideal for viewing the latest social media posts, photos, texts, emails, and more. You don't have to access content in the same way every day, though: You can move tiles around and “lock” or “unlock” them at any point.

Connect & Share

Smartphones are meant to keep you “plugged in,” so you can interact with your friends and family at any hour. For example, it's easy to converse via chat groups, texts, instant messaging threads, email, and video calls, not to mention traditional phone calls. You can also share images, contacts, and more via NFC (Near Field Communication).

Be Entertained

Nearly every smartphone is connected to an online store with free and pay-for apps, but the newest mobile OSes also include built-in gaming centers and music streaming capabilities. And with remote control apps for compatible TVs and game consoles you can transfer media from your phone to your TV or search a console for content.

Other Benefits

Expect to efficiently navigate roads and stay productive, thanks to helpful mobile OS capabilities. A pre-installed map app gives you the tools to find your way. Plus, a mobile worker can start a text doc on a PC and then edit it on a smartphone. Any traveling businessperson can appreciate these features.

In-Ear Vs. On-Ear Vs. Over-The-Ear Headphones

What's The Difference?

Headphones are more than the sum of their decibels and frequency responses; finding the right mix of comfort, portability, and audio experience is the key to getting the headphones that best suit you. Read on to determine which model is best for you.

PORTABLE DEVICES

Finding the right mix of comfort, portability, and audio experience is the key.



In-Ear Options

Perfect For: Active users who want an uninterrupted listening experience while exercising or on the go.

- Compact design makes them perfect for active lifestyles and easy storage.
- Seamless fit enables listeners to wear earbuds for extended periods without discomfort.
- Sound isolation can block ambient noise from entering your ear.

On-Ear Headphones

Perfect For: Music lovers who desire a compact earpad and fashion-conscious design.

- Rests on top of the ears instead of cupping or being inserted into them.
- Foldable and clip-on options make on-ear 'phones ideal for pairing with portable devices.
- Produces relatively clear highs and deep lows.

Over-The-Ear Models

Perfect For: Professionals and uncompromising music enthusiasts.

- The traditional, "around-the-ear" design allows for large drivers for unequalled audio reproduction.
- Reduces outside noise by covering and enclosing the whole ear.
- Typically features noise-cancelling technology to counteract external sounds.

Audio Anywhere You Like

MP3 Player Docks

There's a wide selection of MP3 players to choose from, and there are plenty of audio systems that can enhance your MP3 player listening experience. With one of these dock units, you'll no longer be confined to in-ear enjoyment via earbuds or headphones.

PORTABLE DEVICES

When shopping for a dock that best suits your needs, make sure it's compatible with your MP3 player.



Pick Your Player

MP3 player audio systems come in all shapes, sizes, and colors (although most are silver and black). They're also portable, so you can relocate them easily. Sizes vary as well—some are merely 6 inches wide, but other docks can be large enough to be an entertainment centerpiece, such as a home theater audio setup.

Calls & Alarms

While numerous systems support older MP3 players, there are docks that are best suited for the latest players with mobile phone capabilities and apps. Some models can also pause your music when your mobile device receives an incoming phone call. What's more, many offer an alarm function so you can wake up to your favorite tunes.

Rock It Out

With an included remote control, you can access your MP3 player's pause, skip, and play tracks functions or switch to radio mode from across a room. Some models offer built-in LED screens that relay the names of songs or artists you play. Additional features can include motion-activated snooze and multiple subwoofers.

Power It Up

When shopping for a dock that best suits your needs, make sure it's compatible with your MP3 player. Some models support multiple devices, making them ideal for users with more than one MP3 player. And if you use your player frequently, consider a dock that can recharge it and play its music at the same time.

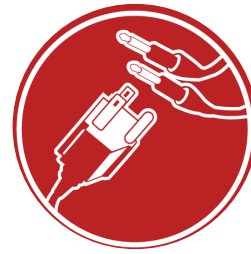


Enjoy Multimedia With Better Audio Quality

Headphones

Tablets, MP3 players, and smartphones unlock plenty of audio and video for on-the-go entertainment. To make the most of it, pair your device with a set of headphones that fit your specific needs. For example, you can block background sound with a noise-canceling pair or listen for long stretches of time with a comfortable over-the-ear model.

Perfect For: Those who value the highest entertainment experience possible, even when it's on a smaller screen.



Make Your Portable Device Last Longer

Chargers & Cables

No matter what type of portable device you have, a dying battery can be a major inconvenience. A portable charger solves this issue, letting you power your device in the car to make important phone calls, surf the Web, or play media. Add a compatible cable, and you'll be able to connect and play media on other devices. For instance, some devices can connect to an HDTV via an HDMI cable.

Perfect For: Those who want a more versatile portable device.



Unleash Content From Your Media Player

Docks & Speakers

From simple speakers that connect via a headphone jack to audio docks you can insert your device into, there are many accessories that can play portable device audio for all to hear. Some docks double as alarm clocks while others can simultaneously play tunes and charge your device's battery.

Perfect For: Those who want to wake up to a portable device playlist or share audio with groups of people.



Safeguard Your Device From Wear & Tear

Smartphone & MP3 Player Cases

We frequently carry devices with us to communicate or play media, and it's wise to outfit them with a protective case. You'll find smartphone and MP3 player cases made from different materials, such as acrylic, rubber, or leather, and with useful features such as belt clips, wrist straps, and built-in screen protectors.

Perfect For: Anyone who wants to keep their phone or MP3 player in good working order for the long haul.

Cover The Basics

It's not always easy to keep up with the latest on-the-go A/V devices, but you can get ahead of the tech learning curve if you do your research before you shop. We address some of the most common portable device-related questions below.

PORTABLE DEVICES



What are the benefits of wearing an app-enabled digital watch?

Also known as “smart watches,” app-enabled digital watches connect to your smartphone (via Bluetooth pairing, typically) and let you receive timely notifications, control music playback, and customize the way you interact with particular apps.

How does a Bluetooth-enabled MP3 player differ from an MP3 player that features Wi-Fi connectivity?

An MP3 player with Wi-Fi connectivity uses a wireless connection (provided by a hotspot or in-home network) to access the Internet. Bluetooth is short-range wireless technology to connect with headsets and other devices.



Can I get a dock that will work with multiple types of MP3 players?

Yes, some speaker docks will accommodate multiple models and sizes of a particular brand of player. These usually come with adapters that snap into the dock so that your player will fit correctly.

What options do I have if I want to listen to satellite radio in my vehicle?

Aside from buying a new vehicle with a built-in satellite radio receiver, you can install a satellite radio tuner that plugs into your car stereo (this may require an installation professional) either directly or with a vehicle kit. With a vehicle kit, you're able to enjoy satellite radio programming after you connect the tuner to your stereo via FM transmitter, auxiliary cable, or other compatible adapter.



How can I get my smartphone to play music through my car speakers?

Depending on the model of smartphone you have, you could use any number of audio adapters to play your own songs or stream music from a Web-based app. For a wired connection, any smartphone with a 3.5mm headphone jack can connect to a stereo's or vehicle's built-in auxiliary port via a cable. If you prefer the convenience of wireless audio streaming, find a stereo head unit that supports a smartphone-to-stereo deck Bluetooth pairing.

Portable Devices

Smartphones and MP3 players share a lot of things in common, including terminology. To better understand these devices, read on to become acquainted with some of their features, capabilities, and specifications.

PORTABLE DEVICES

A

AAC

Short for Advanced Audio Codec, this format is a competitor of the more common MP3 file format. It is the default format used by Apple.

B

Bluetooth

A wireless technology, supported by some MP3 players, that connects devices with short-range radio frequencies.

C

capacity

How much data a smartphone or MP3 player can hold. This is typically expressed in gigabytes or megabytes. Generally speaking, 1GB will hold about 250 songs.

D

download

In terms of digital music, downloading is when you retrieve a song from an Internet site or another network connection and save it to your computer or portable music playing device. You can also download

apps to play games, use productivity tools, reference information, and much more.

E

earbuds

Small, egg-shaped speakers you place in your ears so you can listen to audio from your portable device. These serve the same function as headphones. Many smartphones and music players include their own earbuds, but you can purchase a separate pair that is more comfortable or of better quality.

F

flash memory

Solid-state memory that is lightweight and small with no moving parts. In terms of digital music players, a flash-based player is lighter and smaller than a hard drive-based player, and also, it won't skip. Thus, flash-based players are popular for use during exercise. However, the capacity of a flash-based player isn't as large as a hard drive-based player.

FM tuner

If your music player has a built-in FM tuner, you will be able to listen to music, news, and weather info broadcast from local radio stations.

I

inline mic

A remote microphone built into the cables of some headsets. An in-line mic lets you select and play audio files on your device, answer incoming phone calls, make outgoing calls, and mute your voice.

M

MP3

Perhaps the most popular audio encoding format. It compresses audio to about one-twelfth the original size while still providing excellent sound. In general, a 1MB to 2MB MP3 file will last about one minute.

P

podcast

A downloadable audio episode that is similar to a radio program. A user can subscribe to a podcast for updated episodes, or she can download podcasts one at a time.

W

widescreen

A screen with a 16:9, 16:10, or similarly wide aspect ratio.

Gaming Headphones

Audio Advantages

The right gaming headset can give you a competitive edge with directional audio cues and instant communication with your teammates. And of course, it can also let you immerse yourself in your games without disturbing the rest of your household.

GAMING, MEDIA & MORE

A headset that sounds good to you may not be someone else's first pick, and vice-versa.



Surround Sound

Enemies to the right, enemies to the left, and who knows what is sneaking up behind you? Gaming headphones with discrete or simulated surround sound let you hear exactly what's going on. In fact, many players say that a good surround-sound headset provides more distinct feedback than a set of surround speakers.

Microphone

Multiplayer gaming demands teamwork, whether you're raiding a dragon's lair or storming a militant compound. Essential to your success is clear communication, so many gaming headphones come with an adjustable microphone for online chatter. A mic with a noise-canceling feature will give you the clearest results.

Connections

Gaming headsets connect to your console or PC through wired or wireless means. Wired headphones typically plug into a USB port or headphone jack. Wireless models, on the other hand, may transmit to a USB adapter. These cable-free headsets may use Bluetooth or other wireless technologies for lag-free, reliable performance.

Personal Taste

Choosing a set of headphones is a very personal decision. A headset that sounds good to you may not be someone else's first pick, and vice-versa. Likewise, you may find a particular style more comfortable than others, such as an over-the-ear or earbud model. Your local electronics store may let you try before you buy.

Get More From Your Gaming Console With Audio Enhancements

Once upon a time, your TV's built-in speakers were adequate for your console gaming experience. Then again, once upon a time, game audio was nothing but beeps and boops. Today's games become much more immersive, both visually and aurally.

GAMING, MEDIA & MORE

Use an audio mixer to turn down your teammates and listen to subtle game cues you may otherwise miss.



3D For Your Ears: Surround Sound

Video games have reached a level of sophistication that practically makes them interactive movies. And like movies, most game titles now come with high-quality surround sound for their sound effects, music, and dialogue. They can take advantage of your 5.1-channel or other speaker configuration to literally surround you with breathtaking excitement and thunderous subwoofer bass. Even recent game consoles with stereo audio offer virtual surround-sound technologies such as Dolby Pro Logic II, which you can enable with an A/V receiver. Surround sound can not only put you right in the middle of your game world, but also let you bring all your friends along for a motion gaming party.

True Stealth: Benefits Of An Audio Mixer

Sometimes, the only way to stay vigilant when you're stalking the enemy or making a run for it is to block out every distraction with a comfortable pair of headphones. Although noise-cancelling models are helpful, there are critical moments that require intense focus: This is why you need a gaming audio mixer.

When it's time to drown out the strategy chatter and concentrate on your next move, you can use an audio mixer to turn down your teammates and listen to subtle game cues you may otherwise miss, such as distant chopper blades, the whisper-like footsteps of an attacker, or the shout of a sentry.

Find Material That's Appropriate For Your Kids

ESRB Game

RATINGS & DESCRIPTIONS

GAMING, MEDIA & MORE

ESRB (Entertainment Software Rating Board) Ratings

In order for parents to select gaming software appropriate for their children, ESRB (www.esrb.org) ratings are listed on the front and back of most game packages to provide concise and impartial details about a title's content.



Early Childhood

- May be suitable for children ages 3 and older
- Doesn't contain material parents would find inappropriate



Teen

- May be suitable for children ages 13 and older
- May contain violence, suggestive themes, crude humor, minimal blood, simulated gambling, or infrequent use of strong language



Everyone

- May be suitable for children ages 6 and older
- May contain minimal cartoon, fantasy, or mild violence and infrequent use of mild language



Mature

- May be suitable for persons ages 17 and older
- May contain intense violence, blood and gore, sexual content, or strong language



Everyone 10+

- May be suitable for children ages 10 and older
- May contain more cartoon, fantasy, or mild violence/language plus minimal suggestive themes



Adults Only

- Only suitable for persons 18 years and older
- May include prolonged scenes of intense violence, graphic sexual content, or nudity

For additional information, ESRB ratings on the back of game packages include content descriptions and depictions.

Gaming For Parents

Aside from checking a game's ESRB rating, there are other ways you can ensure the games your youngsters are playing are age-appropriate.

- Look at the game graphics on a title's packaging.
- Find game reviews, screen shots, or demos to get a better idea of a game's content.
- If available, use a game's parental controls to restrict content.
- Talk to other parents and children who are familiar with or have played certain titles.
- Participate in your children's gaming and discuss their games as much as possible.
- Be aware that some game titles may contain material that's not ESRB rated. For example, "mods" are program downloads that can alter a game's content. Many games also use the Internet to connect with other players, and this opens the door to live player chats as well as other user-generated content.

Take Command Of Your Entertainment With New Game Consoles

All three major gaming systems have new versions on the market (or at least available for pre-order). Of course, there's far more to the newest consoles than just gaming, so let's take a look at potential features of your next digital entertainment platform.

GAMING, MEDIA & MORE

Of course,
there's far
more to the
newest
consoles
than just
gaming...



Game Improvements

Some new consoles have a touch-screen or touchpad on their controllers for an innovative way to interact with games. The touchscreen—or another mobile device, depending on the console's capabilities—can duplicate what's on your TV, or even present an alternate view of the game. Certain controllers can even act as portable game consoles! The new systems have better motion gaming, too. Moreover, you'll spend less time waiting for game and update downloads.

Massive Media

All of the new consoles support 1080p Full HD resolution for crisp detail in games, movies, and TV shows. Some can play Blu-ray and DVDs, but all can stream video from various online services. New consoles make it easier than ever to find something to watch, with powerful media search capabilities and channel guides, depending on the system. Some tie into your cable or satellite programming and DVR as well as online sources.

Other Enhancements

The new systems are much better at multitasking than their older siblings. With a split screen or picture-in-picture, consoles now let you do more than one thing at a time, such as video calling or chatting during a movie. Some systems even let you run the show with voice commands.

Finally, game recording and social features let you share your live or recorded gameplay with your friends and family online.

Care For Your Consoles, Controllers & More

Gaming Backup

You've just purchased the latest gaming console for family and personal fun, so now is the time to invest in a practical protection plan. Don't let the possibility of a malfunction or breakdown keep you from playing your hardest; check out the services below for more details.

GAMING, MEDIA & MORE

Instead of setting up your console's capabilities on your own, rely on gaming techies who can take care of everything in store.



A Gamer's Insurance

Whether you're primarily a console gamer or you prefer to play your favorite games on handheld gaming systems, you can ensure that your game-playing legacy will remain intact, thanks to comprehensive protection plans provided by your CE retailer. Ask these tech-savvy pros to hook you up with a plan that covers accidental handling damage, power surge recovery, battery replacement, and normal wear and tear. You can even sign up for a one-time controller replacement.

Get Customized Setup

If you're unfamiliar with the latest consoles, you should know that their features extend beyond traditional gameplay. Namely, you can stream Web content, play against online opponents, and assign accounts to family members. Instead of setting up all of these capabilities on your own, rely on gaming techies who can take care of everything in store. Let them activate parental controls, create user accounts, and complete system updates to ensure you're ready to game and entertain.

Gaming Data Transfer

Did you know you can back up game-play data when you run out of space on your console? This is another task your friendly gaming techies can handle when the time is right. Maybe you want to transfer your data to a compatible storage device—that's no problem. Or, perhaps you'd like your current gaming data to be saved on a new gaming system. The pros will do all of this for you when you bring to the store the two devices and your receipt that shows your transfer key code.



Sit Down & Get Into Your Games

Gaming Chairs

Comfortably play for the long haul with an ergonomic gaming chair. While you can settle for a basic model, consider the extras that can help take your gaming enjoyment to an entirely different level. For instance, built-in speakers with adjustable volume and sound-responsive vibrations will work together to make you forget you're sitting in your living room.

Perfect For: Gamers who want to fully immerse themselves in the game but maintain maximum comfort.



Game With The Fastest Data Speeds Possible

Dual-Band Wireless AC & N Routers

To enjoy HD games or videos from your game console with the best wireless experience, you need a dual-band 802.11ac or 802.11n router. Some offer extended wireless ranges for an optimal signal, even in large homes. You might also be able to connect USB printers and hard drives to the router to let anyone wirelessly print or upload files via the network.

Perfect For: Gamers who want an instant, lag-free response during online gameplay and media playback.



Get A Better Grip On The Way You Want To Game

Gaming Controllers & Add-Ons

A game console might only include one controller, so you'll need to purchase more unless you always play solo. You can also choose controllers that better match your style: There are many different designs and colors. And to make your games feel more realistic, you can supplement select controllers with add-ons, such as a steering wheel, baseball bat, or crossbow.

Perfect For: Those who want to go head-to-head with others in a game or add some personal flair.



Immerse Yourself In Another World

Gaming Headsets

Communication is key to many collaborative online gaming situations, so a headset with a microphone is a natural fit. With a headset, gamers can chat with multiplayer teammates during squad play or a raid and hear crucial sound cues more clearly for quicker response times and higher scores.

Perfect For: Gamers who want to keep their ears trained on the game and have an unobtrusive way to communicate.

Cover The Basics

When it's time to relax with a videogame, a movie disc, or streaming media, this article can answer your common questions. We'll also cover some miscellaneous products that you might find highly useful.

GAMING, MEDIA & MORE



Besides gaming, what kind of entertainment does a game console offer?

Most game consoles can play DVD and even Blu-ray movie discs. And with an Internet connection, you can stream movies, TV shows, and audio to your console. Certain systems even offer you advanced media search capabilities and video calling features.

How can I connect my game console to the Internet?

There are three main methods. You can run an Ethernet cable from the console to your router; use two powerline adapters instead of a cable; or connect your console to your router's Wi-Fi network (preferably AC or N).

What is motion gaming?

Motion gaming lets you control a game by moving your body, not just pushing buttons. For example, you can play golf by swinging a controller, just like you're holding a real golf club. Some game consoles even let you play motion games without a controller.

How can I make my gaming more fun?

A big HDTV or projector can make your games as big as life. Likewise, a good surround-sound audio system will put you right in the middle of your game world. Accessory game controllers, like a steering wheel or balance board, can also help you get into the game.

What are some benefits of a home monitoring system?

You can use your smartphone, tablet, or PC to see who's at the door, how your child is sleeping, whether a package has been delivered, and more. Best of all, you can check on your home over the Internet from anywhere.

What can a gameplay recorder do?

This device lets you record your achievements and victories in a game, as well as make walkthrough tutorials to show others how to succeed. Some new game consoles have gameplay recording and sharing built-in.



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